

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

PHARMACY update
MULTIPLE CHOICE QUESTIONS

12 July 1997

Stock up for £1.3 million TV burst!

Z Massive TV blitz starts 21st July targetting new users - meaning more new customers for your pharmacy

Z Clinically-proven Zovirax has a unique formulation to speed active ingredient through the skin

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and prevention**

Legal status P. Further information is available on request from Warner Lambert Consumer Healthcare, Chestnut Avenue, Eastleigh, Hants SO53 3JQ

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CONSUMER HEALTHCARE



Four bids go in for NHS R&D funding

On-call palliative care offered in South Essex

Peter Curphey: a man in touch with reality

Does your pharmacy need the missing link?

Grooming: men behaving seriously – at last!



P&G in major drive to lift pharmacy profits

Out & About, not down and out, in Glastonbury

Online at <http://www.dotpharmacy.com/>



Seal & Heal

VERRUCA REMOVAL GEL

a new effective, easy to use, plaster-free verruca treatment

Scholl, the market leader, with a **57% share** of the **£30.1 million*** Footcare Market, is launching an effective, easy to apply verruca treatment which requires no plaster. Making it ideal for children who are in the majority when it comes to suffering from verrucas.

Scholl's new Seal & Heal Verruca Removal Gel will be launched and introduced to health professionals, at the annual Scholl Nurses Exhibition and Conference, in July.

New Seal & Heal is an effective, water resistant barrier product which requires no plasters and is easy to apply. You simply apply one or two drops of **Seal & Heal Gel** directly on to the verruca and allow to dry. Treatment is repeated daily until the verruca can be removed. **Seal & Heal** is great for kids who love to go swimming - no one needs to know they have a verruca!

RRP £3.95

5ml tube Packed in 6's

Marketing Support

Scholl is supporting the launch with a full marketing package including a consumer press and poster advertising campaign which is part of a **£1.5 million** investment in advertising by Scholl this year.

Point of Sale Package for pharmacists

- 1 Giant 3-D Seal & Heal packs for window displays
- 2 Counter display units
- 3 Shelf wobblers
- 4 New educational unit featuring the product for the Scholl racks all aimed at drawing customers attention to the new product.



Tips for infection-free feet

To help prevent verrucas and other foot infections Scholl offers the following advice:

- Try to avoid walking barefoot in areas such as public swimming pools and communal changing rooms.
- Bath your feet daily, thoroughly drying between the toes. It is essential to ensure that feet are clean and dry with good air circulation.
- Change shoes and socks (or hosiery) daily.

Did you know?

Around 10% (5.7 million) of the UK's population has suffered from verrucas and 82% (4.7 million) of sufferers are children under 15 years of age, but still only 42% treat.

Seal & Heal provides a no mess, no nonsense, effective solution to verruca treatment, which is ideally suited to children who are active and do not want to be marked out as having a verruca.

*Nielsen: Sterling Sales MAT April 1997

• PRODUCT INFORMATION

Presentation: A topical solution containing 11.25% W/V Salicylic Acid BP and 2.8% W/V Camphor BP. **Indications:** For the self treatment of common and plantar warts, corns and callouses.

Administration: Seal & Heal Verruca Removal Gel should be topically applied twice daily for corns and callouses and once daily for warts and verrucas. No distinction is made between different categories of patient.

Children under 12 years: Should seek medical advice before use. **Contraindications:** Not to be used by diabetics or patients with severe circulatory disorders, except following a doctor's permission and recommendation. Not to be used if the corn, callous, wart, verruca or surrounding skin is inflamed or broken. Not to be used in patients who are hypersensitive to Salicylic Acid or any other ingredient in the preparation.

Other Special Warnings and Precautions: Discontinue use if excessive discomfort or irritation is experienced, or if sensitivity develops. Do not apply to normal skin. If liquid comes into contact with normal skin wash off immediately with water.

Interactions: None stated

Other undesirable effects: Local irritation or dermatitis may occur

Overdosage: Not applicable

Legal Category: GSL

RSP: £3.35 (excluding VAT)

PL Number: 0587/5003R

PL Holder: Scholl Consumer Products Limited, Luton, LU1 3LU

Date of Preparation: June 1997

Pharmacy practice research (PPR) has developed rapidly in the last few years from a modest base. Part of the credit for that must go to the Department of Health for funding for resources like the Pharmacy Practice Research Resource Centre, and offering grants to individual pharmacists. The Royal Pharmaceutical Society has done its bit by supporting a head of practice research. The not uncommon attitude of a decade ago, that PPR was a past-time with little relevance to everyday practice, has been debunked, and with funding has come academic interest and involvement. Pharmacists have come to the sometimes painful realisation that the everyday benefits they know they provide to patients are not always supported by research or appreciated by health service managers – quantifiable evidence is simply not there. The NHS, with its move towards evidence-based medicine, needs proof. Earlier this year, a Pharmacy Practice R&D Taskforce identified a 'window of opportunity' for primary care contractors to bid for resources to fund the sort of infrastructure developments that PPR clearly needs to establish its 'street cred' among key stakeholders. At least four bids went in at the beginning of the month (see p4). If they are successful, they could go a long way towards addressing the current weaknesses identified by the Taskforce (*C&D* February 1). With little prospect of new money going into the global sum in the short-term, the evidence from PPR is needed if pharmacists are to source new funds for some of the wider functions they want to and should be involved in. PPR needs to come of age and deliver the kind of solid evidence needed to inform policy at local and national level. When considering the bids, the NHS Executive should realise it has the opportunity to open up new territory for both parties.

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Update question paper with this issue

Enclosed with this issue is the multiple choice question paper for Pharmacy Update modules published in *C&D* in June. The topics covered were:

- Nausea and Vomiting (56)
- Aspirin (57)
- Breast Care (58)

Update is a distance learning programme accredited by the College of Pharmacy Practice.

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Pharmacy bids go in for R&D funding

A ten-strong collection of pharmacies in Sheffield, headed by Martin Bennett of Associated Chemists (Wicker), is seeking \$300,000 NHS funding over the next three years to set up a research group.

The Sheffield bid is one of several from community pharmacy contractors for NHS research and development funding. For the first time, following the Culyer report, this source of cash is now open to the primary care sector.

Hills/Lloyds is heading a consortium bid in the West Midlands, while Moss Chemists is bidding for funds in North Thames. In North London and Essex, a multidisciplinary bid involving GPs, NHS trusts and pharmacy contractors is seeking well over \$1 million over a three-year period.

The Royal Pharmaceutical Society's practice research task force recently emphasised the

importance of setting up networks of community pharmacies to provide a testbed for practice research.

Mr Bennett envisages a network with a central pharmacy co-ordinating research and satellites collecting data. The funding, if granted, will allow the group to employ a full-time researcher, train pharmacists to collect data reliably, pay them to do so, and cover any locum costs that arise.

The RPSGB and the National Pharmaceutical Association are supporting the Sheffield bid, which includes branches of Boots and Hills/Lloyds. It is seen as an opportunity to test out the Society's model of R&D.

The West Midlands bid also aims to set up a research network of ten pharmacies, providing a cross-section of locations and practice types. It will involve supermarkets, multiples and independents, which are to be recruited with the help of Bir-

ingham Local Pharmaceutical Committee.

Ray Perry, project co-ordinator for Hills/Lloyds, is acting as partnership manager for the scheme, which is seeking \$85,000 over two years. "I would hope by then that the network will be self-supporting and attract external funding to keep it going," he says.

Academic input is coming from the Aston MEL group, which is supporting the move.

The Moss bid for \$112,000 over two years is being co-ordinated by Rob Daracott, the company's professional services manager. Using Moss pharmacies in the North Thames area, the funding will support research on the pharmacist-patient interface.

"We are looking at what takes place and whether we can measure the added 'value'. We have taken as a baseline the problem that practice research is often small-scale, which gives non-

reproducible results," he says.

The East London and Essex Network of Researchers could involve 25 pharmacy contractors from north London LPCs, and north and south Essex. The group is seeking \$250,000 rising to \$750,000 over three years for a variety of projects.

The driving force behind the group is GP Dr Jonathon Graffy, who practises in London N16. Hemant Patel, secretary to Barkings & Havering LPC, says the Network could allow ordinary pharmacists to do some research in a multidisciplinary setting.

ELENOR includes GP practices and the Essex and Herts Community Trust among its partners, along with the department of general practice and primary care, Queen Mary & Westfield College.

The group's agenda includes research into mental health, chronic disease management and the skill mix in primary care.

Society says treat vitamin B6 as P medicine

The Royal Pharmaceutical Society is advising pharmacists to treat as P medicines all products containing more than a 10mg daily dose of vitamin B6.

Pharmacists should remove the supplements from self-selection and supervise sales. They should also advise people not to exceed the stated dose when buying products containing 10mg or less.

The Society is taking this action after the Medicines Control Agency proposed last week that licensed medicines with a daily dose between 11mg and 49mg should be reclassified as Pharmacy-only, and those containing 50mg or more should become Prescription Only.

The changes would take place by the end of the year. The MCA has sent out a consultation letter saying that peripheral neuropathy can occur with prolonged use (several months or years) at daily doses of 50mg or more.

Although interested parties have until August 15 to comment on the proposals, the Society's secretary and registrar, John Ferguson, says that – although the health risks are low – "as pharmacists, our primary concern is the safety of the public and that is why we are taking these extra precautions straight away".

The Ministry of Agriculture, Fisheries and Food is taking separate action to limit to 10mg daily vitamin B6 in dietary supple-



ments sold as foods and is advising that they should carry a warning against over-use.

The MCA and MAFF have based their proposals on advice from the Committee on Toxicity of Chemicals in Food, Consumer Products and the Environment (COT), which has reviewed additional information from manufacturers and other sources and confirmed its earlier recommendation that daily intakes should not exceed 10mg.

The symptoms, which include tingling, numbness and clumsiness, are generally reversible and have occurred after an average 35 months of treatment with daily doses of 50mg or more. The

Department of Health says there is little sound evidence to support the use of high doses of vitamin B6 in premenstrual syndrome. In isoniazid neuropathy, however, any risk is outweighed by the benefits.

Maurice Haussen, director of the Council for Responsible Nutrition, says that COT's conclusions are "inappropriate toxicology" and based on outdated research. He has presented the MCA with "masses of evidence" showing that vitamin B6 is safe at up to 200mg daily.

The CRN is recommending that members continue to sell supplements containing up to this level, and is soon to publish

results of an independent survey of 11,000 women who have taken regular high doses of the vitamin.

Seven Seas said this week that a new vitamin B6 product containing the recommended daily intake of 10mg will be introduced in the near future. The Seven Seas Super Vitamin B6 (40mg) should be sold from behind the counter.

Roche Consumer Health comments that the theoretical possibility of nerve damage to the extremities has been known for some time, but there is no evidence that products currently on the market have caused any such effects and no cases have been reported to the company.

Moving Pharmacy Forward awards

Pharmacists from East Sussex will be attending a presentation evening on Wednesday to mark the first anniversary of the 'Moving Pharmacy Forward' scheme.

Certificates will be presented to the 69 outlets, representing half the community pharmacies in East Sussex, Brighton & Hove Health Authority, which have successfully completed the first year of the programme. Three special awards will be made to pharmacists considered to have made the greatest innovation.

The voluntary scheme was drawn up by the HA and the local pharmaceutical committee. Pharmacists have to demonstrate commitment to improving intra- and inter-professional communication, as well as with customers, show commitment to maintaining pharmacy premises, provide services to meet customer expectation and need, and provide appropriate information and advice on healthcare.

Extensively revised criteria for participation in the MPF scheme for 1997-98 will be announced on the presentation evening. Past president of the Royal Pharmaceutical Society Ann Lewis has also been invited to speak.

Any pharmacist wishing to attend the event at the Boshup Farm Hotel, Lower Dicker, near Hailsham, East Sussex, on July 16 at 7.30pm should contact pharmaceutical adviser Jason Hall on 01273 403651.

Pharmacy standards tribunal approved

The Royal Pharmaceutical Society is to go ahead with a pharmacy standards tribunal despite some Council members wanting to wait until the Pharmacy Act 1954 is amended. The proposed new byelaw, establishing the tribunal, is to be submitted to the Privy Council for approval.

The Company Chemists Association wants to incorporate the tribunal into the overall review of the Pharmacy Act, while the National Pharmaceutical Association would prefer Council to go ahead as soon as possible, bearing in mind that the tribunal was first mooted in 1993.

The Society's secretary, John Ferguson, told Council last week that it would be at least 12 to 18 months before a Bill could amend the disciplinary parts of the Pharmacy Act, while the tribunal could take at least five to

Palliative care on-call system established in South Essex

South Essex community pharmacists have set up an out of hours on-call system which provides basic palliative care cover.

Working in co-operation with Basildon and Thurrock NHS Trust, 30 pharmacists across the health authority have agreed to keep a minimum supply of palliative care medicines in case of urgent night-time call-outs. Besides receiving 'urgent' and out of hours dispensing fees, the participants have received an initial payment, with the possibility of a subsequent payment at the end of the financial year.

South Essex Local Pharmaceu-

tical Committee chairman Bharat Patel has developed the initiative, which was put forward as part of the South Essex HAs pharmacy development plan. It began on July 1.

Rather than relying on the police to contact pharmacy keyholders at the request of a patient in the event of an urgent prescription, doctors or other healthcare professionals will contact the South Essex Ambulance Service. SEAS will not accept calls from the public for pharmacist call-outs.

SEAS will check that the prescription is marked 'urgent'

before contacting a local pharmacist. If, within two hours, SEAS has not heard from the pharmacist that the prescription has been collected or delivered, a second pharmacist will be contacted and the police alerted.

Due to the high cost of some of the palliative care medicines, Basildon and Thurrock NHS Trust will supply individual ampoules to the pharmacies and is prepared to exchange them six months before expiry. Trust pharmacist Miall James says that systems are in place to ensure that the medicines are stored appropriately in the community.

New revised pay offer sent to PSNC

The Pharmaceutical Services Negotiating Committee has received a revised pay offer from the Department of Health. However, PSNC was unable to reveal any details of the offer before C&D went to press.

PSNC general secretary Stephen Axon said that the offer "will be among the matters to be raised in a meeting with the [health] minister on July 15".

Boots links with nurses to trial home care services

Boots the Chemists is to provide a commercial home care service through its pharmacies.

In a trial involving 38 stores in 12 areas across the UK, Boots has linked up with the British Nursing Association to offer people the opportunity to purchase additional home care. Although the BNA is able to provide nursing as well as social care, the scheme will initially focus on providing home care such as helping with dressing, preparing meals or shopping.

Customers can obtain details about the Boots/BNA Personal Homecare scheme from a leaflet being displayed at participating stores. A local BNA assessment nurse will visit the customer to determine the kind of assistance required before home care is organised. Prices for services are the same regardless of when required.

The scheme started last month

and will continue as a trial until response to such a service has been established, says Boots' spokeswoman Janis Churton. The initiative is commercial, but patients will also be reminded that they may obtain help from the social services. "This may supplement that help," she says.



Health strategies Green Paper planned

The Government intends to publish a Green Paper this autumn on health strategies for England.

'Our Healthier Nation' will build on the 'Health of the Nation' strategy, but concentrate more on addressing health inequalities. Sir Donald Acheson, the former chief medical officer for England, will help the Department of Health and the Office of National Statistics to review the latest available information on inequalities in health and life

expectancy. Sir Donald will also conduct an independent review, identifying priority areas for future policies.

Tessa Jowell, minister for public health, said on Monday that healthy schools and workplaces would be key targets for the new health strategy. When the Green Paper is published, Ms Jowell will go 'on the road' as part of a major consultation. A White Paper next summer would take account of the views heard.

A man of his time

Peter Curphey, the new president of the Royal Pharmaceutical Society, tells Adrienne de Mont of his hopes and plans for pharmacy during his term of office

Peter Curphey starts his year as the Society's president on a wave of optimism. "Great things are due for this profession and I may be fortunate enough to be here when they come to fruition," he says. "We are now saying all the right things at a time when the right people are listening. Pharmacy is the flavour of the month."

So what makes him think the world is about to sit up and take notice, when governments have previously offered eulogies rather than cash?

"We haven't yet made a case the Government cannot resist," he says. "This is not a criticism of the Pharmaceutical Services Negotiating Committee. It's just that the Government needs a case that it decides to believe in. It is not a question of how good the case is but whether it is politically the right time to do something about it. Pharmacy's time has come because of pressures on costs and because the Government is looking for new approaches. I think we can provide some of the answers."

Inevitably, the interests of contractors do not always coincide with those of other pharmacists. But he believes it is crucial for pharmacy organisations to avoid disagreements at a time when the profession is making such great advances.

Any hints of conflict between the Society and PSNC are in the past. "There was never any doubt PSNC should lead negotiations on remuneration," he insists. The 'New Horizon' document merely intended the Society to take a lead in pressing for changes to a system which gave no incentive for more professional input into medicines management.

"Council has a legitimate interest in the way professional services are remunerated because it's how most of the membership earns a living."

So what new models of remuneration would he favour – and what are the chances of contractors being better off as a result?

"The problem is that a fixed

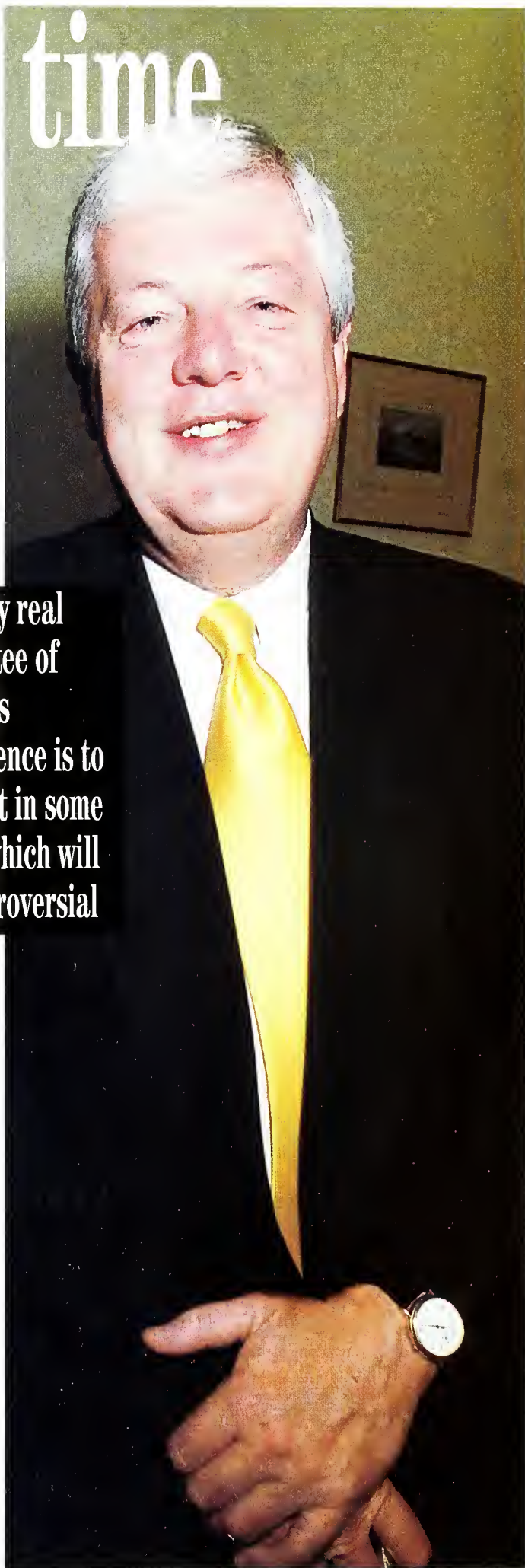
amount of money is shared between contractors mostly on a per prescription basis. This amount is unlikely to get bigger and, if it is to be used for all the other things that pharmacy can deliver, there will inevitably be a reduced dispensing fee. Contractors rightly say that that would be grossly unfair, because the amount per script is already so small. So we have to use our ingenuity, not to ask for new money but to find money that is being used ineffectively and suggest ways of using it more appropriately. This is a delicate issue for the Government because it probably means taking money that is currently paid to someone else. Or we could look at sharing some of the savings that pharmacists could make so that we get some of the money and the Government gets the rest.

"There are interesting models in other countries. New Zealand has started experiments on care plan financing, in which pharmacists contract, for an annual fee, to provide medicines to a patient and carry out domiciliary visits and medication reviews. If the fee is right and the visits and reviews save money, it finances the annual fee in a better way than relying on the amount of medicines you give, which offers no incentive to improve patient care."

If, as has been shown in New Zealand, 28-day prescribing and pharmacist intervention can save 10 per cent of the drugs bill, in the UK that would mean some £500 million for pharmacists to share with the Government.

"I'm not saying that that's Council's view or that we will take it to the Government, it's just one suggestion. We don't claim to have a monopoly on ideas. It's important that everyone with an idea of how to make progress gets together to talk about it, so if a new model is introduced, it will be one we have all bought into. Council's job is about defining standards for professional activity, which PSNC can then cost and take to the Government.

The only real guarantee of anyone's competence is to assess it in some way – which will be controversial



"We also need to take into account rational distribution and the possibility of pharmacies closing, merging and relocating, so that each unit provides pharmaceutical care of such a high standard that the Government is happy to fund it. I do not believe the Government's ears are closed to ways of compensating those who grasp the nettle and relinquish a contract. The hard fact is that if we really want to drive partnerships such as GPs enjoy, rather than single-handed, isolated low-profit businesses, then we cannot expect the Department of Health to fund it entirely on its own. Contractors may have to offer seed corn!"

New opportunity

He finds it interesting that the Government is considering 'health action zones' which will look after the total health and welfare needs of, say, 1.5 million people.

"That's quite exciting, because it's a chance for pharmacists to tap into other budgets, such as social services. Because they are well distributed, pharmacies would be obvious places to ensure patients have access to social services, as well as health-care. This would also help local understanding of how pharmacies should be distributed; we could make the case that pharmaceutical care standards will not be ideal if there are too many in one place and too few in another."

His policy for the coming year is predetermined by the 'New Age' strategy, which will be updated in September at the British Pharmaceutical Conference.

"Before the 'New Age', presidents had to dream up a theme for the year, as Council was never very good at thinking strategically! My immediate aim is to ensure that the strategy is inspirational enough to get the critical mass of pharmacists behind it. We're not trying to change the profession totally, but we need to build on the strengths of its leading edge practitioners and continue with the encouraging alliances we are forging with other professions."

In practical terms, something that might be achievable within the next 12 months is a national roll-out of repeat dispensing, as it becomes accepted that the right way to treat patients with medicines is to offer professional intervention at regular intervals.

"That would be a significant move forward, but it's got to be part of a grand plan, not just picking out the most interesting parts of a strategy," he says.

At the start of his Council career, Peter Curphey attracted attention with his campaign for a Community Pharmacy Group. He still thinks the Group has an

A flying start in the pursuit of political power

Peter Curphey qualified from London School of Pharmacy in 1967. He took an early interest in pharmacy politics, being president of the 'Square' students' union in 1966-67 and president of the British Pharmaceutical Students' Association the following year.

Born and bred in Hull, he moved back there to work for Boots. In 1984, he bought a pharmacy on the Isle of Man, home of his father's family. After five years, Macarthy's made him an offer he couldn't refuse, so he sold the business and did locums.

During this period, he served his first term on the Council (1989-92), but, as a locum, his earnings suffered drastically.

"This is something Council is looking into," he says. "If you are a proprietor, the Society pays £62 a day towards locum expenses while you are on Council business, but locums get nothing. It's also difficult for employees. If your employer is happy to give you paid leave, it's fine, but otherwise you have to use holidays or take time off unpaid."

"I think we're going to have to pay all Council members a realistic contribution for their time. We must find a way to encourage employees, as they represent most of the profession. We must be careful not to go back to a situation where Council is a rich man's club. It's got to be a hands-on group of working pharmacists."

Four years ago, he opened a new pharmacy on the Isle of Man, building it up from scratch. Life became even more frenetic in 1994 when he was re-elected to Council.

"It's a small rural pharmacy which gives me enormous satisfaction, because I know all the patients individually and can practically keep their patient medication records in my head!"

He is circumspect about whether it is better being a proprietor or an employee. "I think there are great satisfactions in both, but my personal view is that the pressures on proprietors are overwhelmingly financial, whereas those on employees are more professional. Clearly, pressures on professional standards of behaviour are more important, but, I wonder, does a proprietor cope properly if he is under financial pressures? Who am I to say which of these is the more important? My major concern at the moment is that the profession grows and develops. We will leave it to the negotiating bodies to ensure that, financially, something is done about the systems."

important part to play in advising the Council.

The CPG committee recently announced a survey of prescription patients' views about the service they get from pharmacies. This is intended to give the 'New Age' working group more information about pharmacists' activities and aspirations, which they can bear in mind when formulating future plans.

The power of IT

One role that was slightly thrust upon Mr Curphey was that of chairman of the Society's information technology focus group.

"I insisted it was important not to have a chair who was so besotted by IT that he didn't have his feet on the ground. I then confessed that I was a computer idiot and was told I had just volunteered myself!"

"What I found out is that IT can do everything. If it's that powerful, we must be absolutely certain of how it can help the profession rather than get in the way of what we are doing. The focus group report stimulated us to recruit an IT manager and an administrator who will take the 26 recommendations forward."

"What's worrying is that if the Government drags its feet on IT because of the cost, the vacuum will be filled by a succession of commercial organisations and we may not get the chance to co-

ordinate all the professions as one network. So I'm hoping that these companies will bear in mind the standards the professions agreed a few weeks ago."

"Pharmacists may need considerable investment in IT to hang on to their script business, so that's another reason for getting remuneration sorted out."

The first Council meeting over which he presided last month approved a new Code of Ethics obligation on the use of collection points for dispensed medicines. The obligation stipulates that dispensed medicines should normally be supplied directly to the patient or carer in the pharmacy, where the pharmacist has a chance for face to face contact and access to patient records. Other systems are acceptable only when collection from the pharmacy or home delivery are not possible.

Although there are no plans for the Statutory Committee to rehear the complaint about Boots' collection and delivery services in Durrington and Winterton, does the new obligation mean that Council is likely to take a tougher line in future?

"The Code of Ethics makes the position quite clear. Anyone in breach of the Code for any reason has to be considered potentially to have 'committed an act that could render them liable to be removed from the Register'."

But Council doesn't conduct witch hunts, it responds to reports from inspectors and deals with them through the ethics and legal infringements committees."

Continuing professional development is another important item on Council's agenda, and Mr Curphey is pleased with the 'New Horizon' document's support for CPD to be mandatory.

"Our aim in the next few months is to turn these proposals into something workable, and the postgraduate education committee is doing a good job on this. All the professions will have to prove their value to society over the next few years and pharmacists are no different. We should be able to say to the Government and the public that pharmacists are modern practitioners who keep up to date. The only way we can do that is to impose some form of compulsion."

Up for consultation

While not expecting any major changes this year, he expects to send a plan out for consultation.

"We're only just at the stage of finding out what's actually happening in practice. We will soon get the results of a survey into pharmacists' involvement in continuing education, but this does not include journal reading and other ways of keeping up to date."

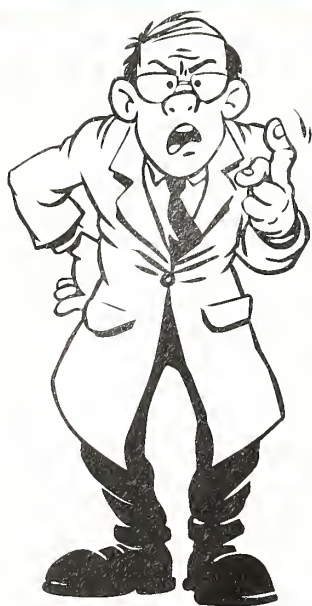
"The only real guarantee we will have of anyone's competence will be to assess it in some way - which will no doubt be very controversial."

This lack of a requirement to show evidence of being up to date is something which amazes recently-qualified pharmacists, who feel it does not match their hopes of what the profession is about, he says. But he is pleased that younger pharmacists seem to be keeping their faith longer and are not becoming disillusioned as quickly as they used to.

"The 'New Age' is a toil to some and an inspiration to others. But to younger pharmacists it's just good common sense and is likely to happen. What we have to find is a certainty among all pharmacists that the future will be as they wish it to be. It will be a lot of hard work, not least for the Council and headquarters staff."

When he was British Pharmaceutical Students' Association president, it never crossed his mind that one day he would become president of the Society.

"I remember, 30 years ago, the BPSA being addressed by an overweight, grey-haired, middle-aged president, who I thought was clearly out of touch with reality." But things have changed. "We still have an overweight, grey-haired, middle-aged man as president, but I'm completely in touch with reality," he jokes.



A lot of puff for nothing?

The parallel import market demonstrates that achieving uniformity of trade across the European Union is not as simple as it seems. As time passes, companies active in this field are becoming ever more sophisticated in their marketing techniques.

The whole system revolves around price and reimbursement, with community pharmacists attempting to achieve, on average, a higher discount level than that clawed back from their remuneration.

However, price is not the only determinant and I am also concerned that the packaging of parallel imports should be as close to the UK product as is practicable, with a dividing line of acceptability beyond which I am not prepared to cross. Recently, this problem has been overcome by the repackaging of PIs into generically-labelled boxes with English patient information leaflets.

Now, I am all in favour of this development, but there still remains a grey area of concern. Becloforte inhalers are considerably cheaper on the PI market and, when reboxed, are perfectly acceptable to the consumer. However, they only contain 180 puffs per canister against 200 in the UK version. So part of the profit margin is linked with this lesser quantity.

It seems to me that there is something not quite right here. The PI Becloforte is licensed and can be supplied,

Topical Reflections

but I am paid the UK price for a 200-dose inhaler. The 180-dose PI does not exist for pricing so it is only my conscience that now forces me to use the UK product rather than the perfectly acceptable and highly-profitable PI pack.

In-pharmacy supervision of methadone

The use of methadone as a controlled alternative to illegal street heroin will always be controversial, with opinions varying from a waste of NHS resources to a genuine attempt at rehabilitation to the halfway stage of damage limitation.

In my area, damage limitation seems to be the policy of choice, with daily or weekly supplies of methadone prescribed for clients depending on their situation, but the grapevine tells me that there is still some leakage onto the streets.

Certainly, if the claims made on last week's BBC1 'Panorama' programme are to be believed, street leakage of methadone in Blyth, Northumberland, has reached dangerous and epidemic proportions. Although I cannot condone the sensationalist manner in which the programme was presented, my experience leads me to support the general truth of this assertion.

However, in Glasgow it is claimed the problem of street leakage has been overcome by a contracted policy of community pharmacist supervised self-administration, and that this policy has now been recommended for adoption by

all the health boards in Scotland.

Drug addiction is a social disease as well as a medical problem, but its effects cannot be ignored. 'Panorama' was only destructive in its criticism of the Blyth containment programme, but the Glasgow scheme has been shown to work, and even if statistical evidence is not yet universally available, the subjective logic of supervised dosing is irrefutable.

The Glasgow model may have to be varied to allow for local variations, but rather than being Scotland only, a national policy for supervised administration should now be adopted and implemented without further delay.

An investment too far ...

I am pleased the Oil of Ulay Colour Collection has achieved for Procter & Gamble its best-ever test market results in the UK, and that the company is now launching it nationwide (C&D July 5, p10). However, I also regret I will not be party to the launch because, having been offered the new range with its free stand and £1,400 of stock, I felt that I would not be able to achieve a viable return.

I did not make this decision lightly, but my market for colour cosmetics is not what it used to be, and when I see that P&G is talking about pharmacy, drugstore and grocery distribution, that opinion is obviously not unique to myself!

In my pharmacy, Rimmel and Max Factor still hang on, but in today's hard-nosed economic climate another speculative investment of £1,400, however well supported with advertising, can no longer be for me.



Walter Scott McConnell

● **Qualified** A third-generation pharmacist, he qualified from the Royal College of Science and Technology (now Strathclyde University) in 1957. He did his preregistration year at Ayrshire Central Hospital, Irvine, in 1958.

● **Career** Began with three years' army national service in the Royal Army Medical Corps from 1959-61. The following year, he became a partner in the family firm, RW McConnell & Son, and continues there to this day. The business has four community pharmacies in Hurlford, Galston, Newmilns and Darvel.

In 1964, he became a director of Ayrshire Pharmaceuticals, a pharmacy wholesale and retail group, but retired when the company was taken over by Lloyds Chemists in May, 1992.

● **Projects** Walter is involved in a scheme to improve prescribing efficacy and patient compliance locally through improved pharmacy and GP co-operation. The scheme's proposals are being put to the health board in the near future.

● **Committees** Mr McConnell is a member of the Scottish Pharmaceutical General Council and its standing committee, chairman of the Advisory Committee for Prisoner Management advising Scottish prisons, a member of the panel of fellows of the Royal Pharmaceutical Society, and a vice chairman of the Ayrshire & Arran Community Health Care NHS Trust.

● **Interests** He enjoys golf, curling, boating and travelling. He is married with three daughters, one of whom is a pharmacist, and a son.

● **Outlook on life** "Be active, be positive."

● **Pharmacy philosophy** "Community pharmacy is at a crossroads. I am optimistic about the future, but this must be shaped by the participation of young pharmacists. The signs are promising for the development of new inter-professional services, but we must be involved in initiating these."

This way to protect your customers



UniChem

With as many as two million house dust mites sharing a bed with your customers each night, it's no wonder there are so many allergy sufferers. These mites are now recognised as a primary trigger of allergies such as asthma, eczema and rhinitis.

Trust UniChem to have the answer. Our Anti-Allergenic bedding provides a complete and effective barrier against house dust mites, as well as being comfortable, machine washable and excellent value for money.

There's an anti-allergenic pillow and pillow protector, and protectors for single and double mattresses and duvets. We also have a bedwetting protector for cot mattresses. The range is backed with display boards and consumer leaflets to help get the message across.



If you're not a UniChem customer, call us on 0171 371 0404 - and we'll show you lots of other great ways to put more profits to bed.

UniChem



Delivering Healthcare

SCRIPTspecials

Hypoglycaemia alert

The MCA has written to doctors asking them to look out for hypoglycaemia among patients using protease inhibitors (indinavir, nelfinavir, ritonavir and saquinavir) and to report any findings using the ADR system. **Medicines Control Agency. Tel: 0171 273 0228.**

Provera packs

Provera 5mg and 100mg (medroxyprogesterone acetate) are now available in 100-tablet packs (NHS price £12.90 and £25.90 respectively). Cystrin 3mg (oxybutynin) has been repacked into 56-tablet packs (£9.15). **Pharmacia & Upjohn. Tel: 01908 661101.**

Thrombosis booklet

Leo Pharmaceuticals, which produces the once-daily low molecular weight heparin Innohep, has published a consumer booklet on deep vein thrombosis, together with tear-off information sheets (pads of 50). The booklet was written to meet the demand for information in the community. Copies are available free from the sales force or from: **Leo Laboratories. Tel: 01844 347333.**

New products for Goldshield

Goldshield Pharmaceuticals has taken over the marketing of Amsidine injection 75mg/1.5ml and Pitressin ampoules 20iu/ml x 1ml from Parke-Davis. Distriphar will be distributing the products. **Distriphar (UK). Tel: 01895 837779.**

Generic temazepam

Lagap has introduced temazepam 10mg (500, NHS price £16.47) and 20mg tablets (250, £13.98). **Lagap Pharmaceuticals. Tel: 01420 478301.**

Clotam Rapid for acute migraine

Clotam Rapid is a new tablet formulation of tolfenamic acid for the fast relief of acute migraine.

Clotam Rapid (ten tablets, NHS price \$15) works faster than the existing capsules. The adult dose is one 200mg tablet to be taken when symptoms first appear. The dose can be repeated once after one to two hours if a response is seen. The daily maximum is two tablets.

Thames Laboratories. Tel: 01978 661351.

Edronax improves social function

Edronax (reboxetine) is the first in a new class of antidepressants which is associated with improved social function in addition to mood elevation.

Reboxetine is a selective noradrenaline re-uptake inhibitor (NARI), and works by elevating mood and improving arousal, anxiety and somatic symptoms.

It is indicated for acute episodes of depression, as well as preventing the recurrence of symptoms in long-term therapy. Reboxetine is at least as effective as the standard tricyclic antidepressants, and is superior to fluoxetine in severe depression treated in the community.

The drug has been shown to improve social adaptation during remission of acute depression. Using the new 'social adaptation self-evaluation scale', reboxetine was assessed on aspects of work, spare time and family activities.

Compared to placebo, reboxetine scored on 20 out of 21 criteria. Fluoxetine scored on nine out of 21, indicating differences in the role of noradrenaline and serotonin in social adaptability.

Another advantage of the new

class antidepressant is its selectivity for noradrenaline receptors, which means less is seen of the cardiovascular, anticholinergic and sedative side-effects traditionally linked with tricyclics.

Reboxetine has negligible sedative effects and does not potentiate the effects of alcohol on cognitive function.

Dose: 4mg twice a day, which may be increased to a maximum 10mg daily if needed after three to four weeks. In the elderly, the initial dose is 2mg twice a day, which can be increased to a maximum of 6mg daily after three weeks.

Precautions: renal and hepatic impairment, convulsive disorders, bipolar patients, suicidal tendencies, urinary retention and glaucoma, plus orthostatic hypotension in higher doses.

Interactions: with diprydamole, propranolol, alprenolol, methadone, local anaesthetics such as lidocaine, imipramine and chlorpromazine.

Concomitant use with other antidepressants has not been evaluated and should be avoided. Care should be taken with anti-



hypertensives and potassium-depleting diuretics.

Side-effects: dry mouth, constipation, increased perspiration, headache, insomnia, nausea, dizziness and tachycardia. Side-effects appeared early, were mild to moderate and diminished with time.

Overdose: symptoms include postural hypotension, anxiety and hypertension.

Presentations: 60 x 4mg tablets, NHS price £19.80.

The drug is being launched to hospital doctors initially, and GPs at end of the summer.

Pharmacia & Upjohn. Tel: 01908 661101.

Rhinomer spray for gentle nasal lavage

Rhinomer is a new isotonic seawater spray for nasal lavage from Novartis which promises speedier recovery from nasal operations and less mucosal irritation.

Rhinomer uses undiluted sterilised seawater, with its full complement of salts and trace elements, including sodium chloride, magnesium and potassium. This avoids the sinus-like pain associated with hypertonic or hypotonic nasal solutions.

The lavage is buffered to pH 8.2 for optimum cilia movements. Too high or too low a pH is thought to slow, or even stop, natural cilia action. This prevents the removal of offending particles from the mucosa and

leads to secondary respiratory infections and ear problems.

Rhinomer is available in three pressure force flasks, each designed for a specific purpose. Rhinomer Baby (Force 1) is suitable for babies between 15 days and two years of age for congestion and colds.

Rhinomer Medium (Force 2) is for adults and children over two with acute infectious rhinitis, allergic seasonal and perennial rhinitis, rhinopharyngitis, sinusitis and cleaning the nose after ENT operations.

Rhinomer Strong (Force 3) is suitable for adults and children over six for pre-operative and post-operative lavage, sinusitis and occupational rhinopathy such as that experienced by joiners and bakers.

Rhinomer should be sprayed once or twice into each nostril up to four times a day. At the usual dose, Rhinomer Medium and Strong can last up

to 14 days. Baby Rhinomer will last longer. Each spray retails at \$5.60 through pharmacies. They are not available on the NHS.

Novartis Consumer Health. Tel: 01403 210211.

Evorel transdermal range extended by two additions

Janssen-Cilag has extended its Evorel transdermal oestradiol range with Evorel Sequi and Evorel Conti.

Evorel Conti (NHS price \$12.90) comprises eight patches combining 3.2mg oestradiol hemihydrate with 11.2mg norethisterone. Evorel Sequi (\$11) consists of four patches of Evorel 50 (3.2mg of oestradiol) and four patches of Evorel Conti.

Evorel is indicated for the management of postmenopausal symptoms. The patches should be applied twice weekly as prescribed by a general practitioner. With Evorel Sequi, the four Evorel 50 patches should be followed by the four Evorel Conti patches.

Janssen-Cilag. Tel: 01494 567567.



Pharmacists of Great Britain join the campaign for Safe Socks



Help is at hand for the nation's sweaty feet. It's new Driclor Powder, the latest addition to the Driclor clinical antiperspirant range. Thanks to a clever micro cellulose formula, Driclor Powder absorbs sweat and cuts off the cause of odour without the usual powder problem of caking. And as if that wasn't enough, it also helps to prevent athletes foot.



£1½M
Summer spend
on Driclor Powder
and Driclor
Solution

Presentation: Powder. **Active Ingredients:** Aldioxa 0.22% w/w. Chloroxylenol BPC 0.5% w/w. **Uses:** Driclor Powder is especially suitable for the feet. It absorbs excess moisture, has antifungal and antibacterial properties, and soothes inflammation in other skin fold areas. **Dosage and administration:** Dry and apply over feet and other affected skin fold areas. Use on children under supervision. Store in a cool dry place. **Contraindications, warnings etc:** Avoid contact with eyes

and broken skin, avoid inhalation. There are no restrictions on the use of Driclor during pregnancy or lactation. Avoid contact with clothing and polished metal surfaces. **Product Licence Number:** 0174/5015R. **Pack size and Retail Selling price:** 50g pack £3.79. **Legal category:** P. **Date of preparation:** April 1997. Stiefel Laboratories (UK) Ltd, Holtspur Lane, Wooburn Green, High Wycombe, Bucks, HP10 0AU.

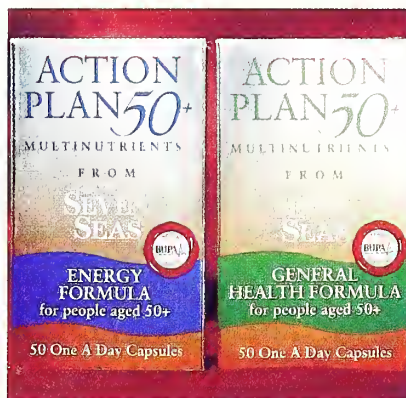
STIEFEL

COUNTERpoints

You're only as old as you feel

Seven Seas is targeting the growing senior supplement market with its new Action Plan 50+ range of multivitamin capsules.

The Action Plan 50+ General Health Formula supplement contains 35 ingredients to optimise good health, while Action Plan 50+ Energy Formula has been formulated for those needing an energy boost.



The company is supporting the launch with a \$750,000 campaign. National

press advertising will appear in the dailies and third age publications. An extensive sampling programme is also planned.

An information leaflet and consumer booklet have been produced, with contributions from celebrities like Diana Moran and

Claire Raynor.
Seven Seas Healthcare Ltd.
Tel: 01482 375234.

AO3: an antioxidant supplement with grapeseed OPC

Chlorella Products has introduced AO3, an antioxidant supplement.

It contains grapeseed OPC (oligomeric proanthocyanidins), which has similar antioxidant properties to vitamins E and C, with

up to 20 times the potency of the latter, it is claimed.

Other ingredients are pollen, propolis extract and slippery elm bark.

Retail price is \$19.98 for 110 capsules.

● New, too, from the

same company is the 'N' Bar – a snack or meal replacement which contains nutrients from ginseng, chlorella, grape-seed extract, propolis and ginger (\$0.99).

Chlorella Products Ltd.
01793 791111.

TCP bites back with sales campaign

Pfizer Consumer Healthcare is backing its TCP first aid products with a \$200,000 sales promotion this summer.

The campaign is designed to highlight the versatility of the range.

Colourful point of sale material for independent pharmacies features the 'TCP It!' campaign with four lively insects.

Counter display units are available for TCP Liquid Antiseptic, TCP First Aid Cream and TCP Ointment. Customers are encouraged to ask for a

free children's bug badge featuring a bee, wasp or mosquito.

Participating pharmacies can enter a window display competition and will be given a disposable camera to photograph their display.

Pharmacy assistants who forward a photograph of their final display will automatically win a bottle of champagne.

Pfizer Consumer Healthcare.
Tel: 01420 84801.

Single-dose folic acid and vitamins

Healthlife has relaunched its folic acid supplement in a single-dose capsule.

It has been formulated to provide the full RDA of 400mcg in one capsule. It also contains added iron, and vitamins C and B12.

A 90-capsule tub is priced \$2.99. Healthlife is offering a case of six tubs at \$10.18.

Healthlife Ltd.
Tel: 01274 595021.

Aquafresh earns its stripes

Smithkline Beecham has repackaged Aquafresh toothpaste.

Triple-striped protection remains the key message, with a bold three-striped graphic replacing the Aquafresh 'wave' on the pack front.

The new look is carried across the range, including the bicarbonate and

A matter of taste for Macleans

Smithkline Beecham has introduced a new look for Macleans Sensitive.

The new design focuses on 'great taste' in an attempt to address consumer concerns that sensitive toothpastes do not deliver on taste.

The company's research shows that taste

is one of the most common reasons for a specific purchase.

The relaunch will be followed by a direct marketing campaign aimed at sensitive teeth sufferers.

Smithkline Beecham Consumer Healthcare.
Tel: 0181 560 5151.



Seven Seas gets to the heart of things

Seven Seas is launching a new one a day supplement on a heart health maintenance platform.

Vitamin E Plus Fish Oil, Garlic & Lecithin claims to 'help maintain a healthy heart'. It contains 13mg vitamin E.

The vitamin E sector is worth \$9.3 million and is one of the fastest-growing in the VMS market. This growth is fuelled by evidence linking the vitamin with reduced heart disease.

A recent study by the University of Cambridge and Papworth Hospital concluded that vitamin E reduces the risk of heart attacks by 75 per cent.

Research also shows that a dietary supplement of fish oils helps to maintain a healthy heart, while garlic may help to



maintain the heart and circulation. Lecithin is a natural emulsifier of fats.

The product is being supported by consumer sampling and in-store promotional material. Retail price is \$5.99 for 60 capsules.

Seven Seas Ltd.
Tel: 01482 375234.



FLYING DOCTOR



FAST, ANAESTHETIC STING RELIEF

Anthisan Plus Sting Relief Spray, with 60 metered doses, is a fast acting, effective, anaesthetic spray for the relief of insect bites and stings. It contains the active ingredients mepyramine maleate 2% w/w and benzocaine 2% w/w. The spray is easy to use and provides rapid relief of the symptoms of insect bites and stings. It is suitable for use on the face, neck, arms, legs and body. The spray is also suitable for use on children over 3 years of age. The spray is not recommended for use on extensive broken skin or near eyes or mouth. The spray should not be used on children under 3 years of age. The spray should not be used on children under 3 years of age. The spray should not be used on children under 3 years of age.



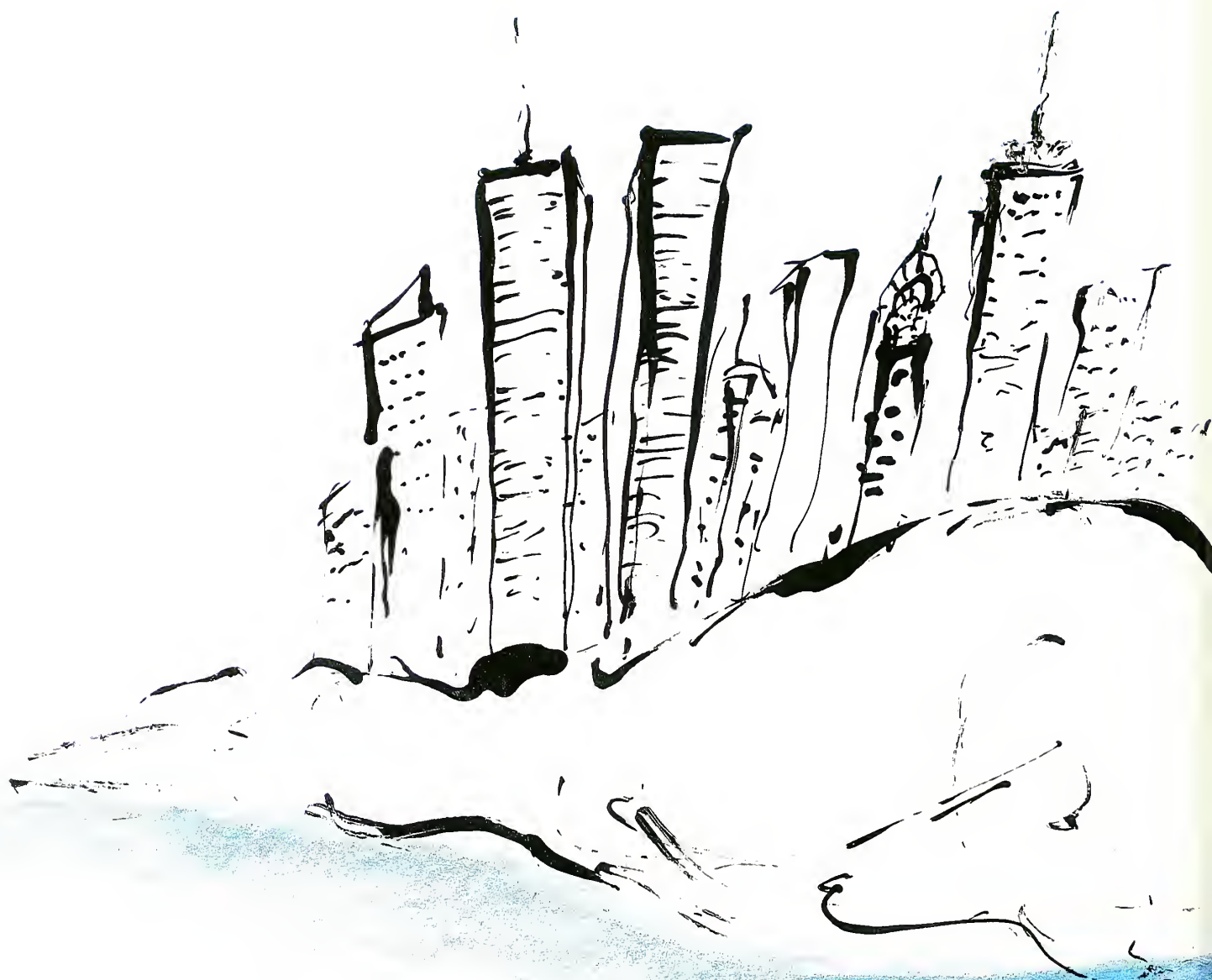
Anthisan

NEW
AnthisanTM PLUS
STING RELIEF SPRAY
mepyramine/benzocaine

FAST, ANAESTHETIC STING RELIEF

Essential Information. Anthisan Plus Sting Relief Spray. **Presentation:** metered dose spray containing mepyramine maleate 2% w/w and benzocaine 2% w/w. **Indications:** Symptomatic relief of insect bites and stings, jellyfish and nettle stings. **Dosage:** Adults, elderly and children over 3 years. Pressing the nozzle once delivers a single metered dose. Two to three metered doses to be sprayed onto the site of the bite or sting, two or three times a day for up to three days. Early application is essential to obtain optimum response. **Contraindications:** Hypersensitivity to any of the ingredients, eczematous conditions. Not to be used on extensively broken skin or near eyes or mouth. **Warnings:** Repeated applications for longer than a few days are not recommended. Treatment should be discontinued immediately if skin sensitisation occurs. Spray should not be applied near naked flames. Effects on ability to drive and use machines: none when used as recommended. **Pregnancy and lactation:** should not be used unless considered essential by a physician. **Side effects:** hypersensitivity reactions. **Product licence no.** PL12/0309 held by Rhône-Poulenc Rorer. **Legal category** P. RSP 60 dose £3.49, 180 dose £4.49. Prepared April 1997 TM - ANTHISAN is a Trademark

America found So we're launching



Sleepia Product Information

Presentation: blue liquid-filled capsules containing Diphenhydramine Hydrochloride Ph.Eur.50mg. **Dosage and Administration:** one softgel capsule 20 minutes before bedtime. Not recommended for children under 16 years of age. **Uses:** Sleepia is a non habit forming night-time sleep aid for relief of temporary sleep disturbance. **Contra-indications:** Hypersensitivity to any ingredients in the product, or to other antihistamines. **Warnings and Precautions:** A doctor should be consulted if sleep disturbance continues more than 10 days. Sleepia is not recommended during pregnancy or lactation. Use with caution where closed angle glaucoma, urinary retention, asthma, prostatic hypertrophy, pyloric obstruction and achalasia of the cardia exist. Sleepia should not be taken concomitantly with monoamine oxidase inhibitors. Sleepia may suppress positive skin test

it a big yawn.
it over here.

Sleepia™ is a new liquid filled gel capsule that helps restore a natural sleep pattern. And produces a dynamic sales pattern.

Gelcaps have been responsible for driving American sleep aid sales. And by far the biggest selling sleepaid gelcap in the States is Pfizer's.

Now this American brand leader is available in the UK as Sleepia.

It contains that tried and trusted ingredient, diphenhydramine hydrochloride. And, as a gelcap, is easy and pleasant to take.

We're backing Sleepia with a £2 million comprehensive support package that includes an eye-catching £1.5 million nationwide TV campaign.

They're no longer sleepless in Seattle. Now, with Sleepia, your customers need no longer be sleepless in Surbiton, Swansea or Sunderland.



Contains Diphenhydramine



Results so should not be taken 72 hours before the test. Treatment with Sleepia is likely to increase the level of drowsiness and may reduce the ability to drive and use machines. Side Effects: Drowsiness, dizziness, weakness and dry mouth, also less frequently faintness, nervousness, headache, blurred vision, nausea and gastrointestinal effects such as constipation or gastro-oesophageal reflux. Pharmaceutical Precautions: Store below 25°C in a dry place and protect from light. Legal Category: P. Package Quantity and Cost Price: 8 capsules: £1.679 (PL 01906/0018). Marketing Authorisation Holder: Pfizer Consumer Healthcare, Wilsons Road, Alton, Hants GU34 2TJ. Telephone: 01420 84801. Date of preparation: March 1997.

Pfizer Consumer Healthcare

Futur-e joins Plenitude stable

L'Oréal is adding another product to its Plenitude range.

Futur-e is aimed at women in their late 20s and 30s, says L'Oréal. Research suggests that women in this age group want products that are easy and quick to use, yet protect the future of their skin.

Plenitude Futur-e contains the antioxidant vitamin E encased in L'Oréal's patented nanosome technology to deliver it deep into the epidermis. The product is a light, non-greasy moisturiser, which claims to leave skin smoother and more supple, and decrease wrinkles and fine lines.

It will be in-store from



September. A \$1.5 million, six-week TV campaign breaks mid-month at the same time as a three-month, \$500,000 press push. Further advertising is planned for the first quarter of 1998.

Futur-e comes in three presentations: a 40ml cream tube (\$5.49), a 50ml cream pot (\$6.49) and a 50ml fluid pump (\$6.49).

L'Oréal.
Tel: 0171 937 5454.

Insignia promotion predicts a flurry of snow in August

Following its purchase of Insignia, Dana will be running a 'Snow in August' promotion for independents during August, September and October.

With every purchase of an Insignia parcel, retailers will receive a

merchandise containing a selection of the brand's best-sellers with 'one-third off' flashes.

Each parcel also contains a pack of promotional 'snap' cards in the form of plaster casts which are broken to reveal whether the

purchaser has won a prize. First prize is a six-person snowboarding holiday.

Retailers have the opportunity to win one of two luxury weekend breaks in a prize draw.

Dana UK Ltd.
Tel: 0181 607 6500.

French trio gets on the right scent

Parfums Gilles Cantuel is introducing three new French fragrances in the UK this summer.

The collection comprises Creature and Folie de Creature for women, plus Alamo for men.

Creature was awarded first prize at the Cannes perfume festival. It is a heavy, warm scent with notes of jasmine, rose, carnations and cinnamon.

Folie de Creature is a lighter, daytime scent with notes of lily of the valley and violet. Both

are presented in elegant frosted flasks.

Available in aftershave and eau de toilette, Alamo has the freshness of lemon and bergamot, plus the warm and woody notes of cedar and sandalwood.

As an introductory UK deal, a free tester will be provided with every case of six fragrances ordered. A range of point of sale material is available.

Retail prices start at \$12.99 for 50ml.
Parfums Gilles Cantuel.
Tel: 01202 780558.



Sunfilter display



Keyline Brands has introduced a new display unit for the Reimann P20 Sunfilter.

The unit is designed to hold six x 100ml packs and comes with informative consumer leaflets about the sunfilter.

The product is designed to give high protection (SPF 20) against UVB rays, but still let through some UVA to allow tanning. It is non-greasy and fragrance-free. Retail price for 100ml is \$11.25.

Keyline Brands Ltd.
Tel: 0181 893 5333.

Almay's solution for taking time off

Almay Time-Off Revitalizer Daily Solution will be available in the UK from September 3.

Launched in the US in April, it was developed over many years at Revlon's research centre.

The hypo-allergenic formulation is a combination of salicylic acid and Almay's Gentle Glucose Complex.

The product claims to deliver visible results within one to eight weeks, encouraging a less lined and more even-toned skin by improving surface cell removal. Rsp is \$15.95 for 20ml.

From September 3-30, each purchase will come with a free SPF 15 Time-

Off Moisture Lotion (rsp \$9.95).

Revlon International Corporation.
Tel: 0171 629 7400.



Colour Endure tackles foundations

L'Oréal is extending its Colour Endure stay-on make-up with a range of five foundations to be available in-store from September.

Further additions to the range are planned for November.

The foundations use the same non-transfer technology in the company's stay-on lipcolour. A flexible polymer holds colour pigment in place once the volatile silicone carrier has evaporated.

The foundation comes in 33ml frosted glass

bottles priced at £8.49. There are four beige shades – golden, blush, nude and sand – plus soft ivory. Limited edition trial-size miniatures (9.7ml, £3.99) will be available when the range is launched towards the end of August and will remain available until the end of the year.

A £1 million, four-week television campaign is scheduled to kick-off on September 15, backed by a two-month press promotion worth £500,000.

L'Oréal.
Tel: 0181 937 5454.

ON TV NEXT WEEK

Bazuka: C, CAR

Clairol Herbal Essences: All areas

Claritin Allergy: C, GMTV

Colgate Sensation toothpaste: All areas

Dettol Antiseptic Pain Relief Spray: All areas

Feldene P Gel: All areas

First Response: ITV

Jungle Formula: C, A, M, LWT, CAR, C4, Sat

Listerine: C, A, M, LWT, CAR, C4, Sat

Pantene: All areas except GMTV

Regaine: C, C4, LWT

Wella Experience: C4

Wilkinson Sword FX Performer: All areas

A Anglia, **B** Border, **C** Central, **C4** Channel 4, **C5** Channel 5, **CAR** Carlton, **CTV** Channel Islands, **G** Granada, **GMTV** Breakfast Television, **GTV** Grampian, **HTV** Wales & West, **LWT** London Weekend, **M** Meridian, **Sat** Satellite, **STV** Scotland (central), **TT** Tyne Tees, **U** Ulster, **W** Westcountry, **Y** Yorkshire

**BE PREPARED
FOR PALE,
TREMBLING,
IRRITABLE,
STUMBLING,
RED-EYED,
INCOHERENT
CUSTOMERS.**



Launched this week and backed by a £2 million spend on national TV and Radio, Alka Seltzer XS will certainly perk up your sales figures.



Returning to traditional values

Cow & Gate is relaunching its packet meals range and focusing on traditional family favourites.

According to a Gallup survey, nearly three-quarters of people serve a Sunday roast and other traditional meals regularly.

The company's latest recipes are designed to reflect these eating patterns. The range aims to make weaning onto family foods easier by offering tastes babies will recognise.

New varieties include Roast Pork with Apple, Sage & Turkey Casserole, Apple

starch), artificial colours or added preservatives.

Bright new packs feature age flashes, meal descriptions and the traditional recipe tick list. Packaging for the entire range, from Pure Baby Rice to Four and Seven Month varieties, is now uniform to improve brand identity on-shelf.



Crumble and Traditional Rice Pudding. Retail prices are \$1.79 for 125g.

The range contains no artificial flavours, thickeners (eg modified

The relaunch is being supported with nationwide advertising and promotional activity. **Cow & Gate Nutricia Ltd.** Tel: 01225 768381.

Makeover top prize in Sebamed's pharmacy promotion

LRC Products is running a Sebamed promotion for independent pharmacies.

The consumer competition is supported by point of sale posters and in-store leaflets.

Customers can enter by answering the questions on the leaflets.

The winner will visit Chester for a makeover, and the results will be professionally photographed. The prize also includes \$100 spending money.

One hundred second prize winners will receive a travel bag filled

with Sebamed products and 50 runners up will receive a facial exfoliation brush.

Entries must be sent with a bar code from any Sebamed skin care, hair care or shower product.

LRC Products Ltd. Tel: 01992 451111.

Brush stroke

Ceuta Healthcare has teamed up with Dentox to launch Brushtox disinfecting and decontaminating spray for reducing bacteria on toothbrushes (100ml spray £3.29).

Ceuta Healthcare. Tel: 01202 780558.

Bonus deal

Pharmacists can obtain a large floor display stand free when ordering 12 pairs of Orthaheel

orthotic innersoles, plus two bonus pairs of the product, a header card and 50 consumer brochures.

Milas Healthcare. Tel: 01705 246500.

Smaller pack

The 24-pack of Buscopan 10mg tablets has been discontinued and replaced by a 20. The pack retains its P status and the trade price is £2.17.

Windsor Healthcare Ltd. Tel: 01344 484448.

NUK makes a stand for the babes

A new display stand is available for the chemist only range of NUK feeding products.

The free stand aims to help pharmacies show off to their best effect the company's anti-colic teats, silicone teats, orthodontic soothers, brightly-coloured bottles and training cups.

A small counter-top stand with six hanging pegs is also available.

The point of sale material includes useful consumer leaflets.

MM Distributors Ltd. Tel: 01438 351341.



BACK PAIN

PARACETAMOL  DIHYDROCODEINE TABLETS

PARAMOL

POWERFUL PAIN RELIEF YOU CAN CONFIDENTLY RECOMMEND FOR MIGRAINE, BACK PAIN, PERIOD PAIN, DENTAL PAIN, HEADACHE AND FEVER.

Abbreviated Product Information. Presentation: White tablet engraved PARAMOL containing 500mg Paracetamol BP and 7.46mg Dihydrocodeine Tartrate BP **Indications:** For the treatment of mild to moderate pain, including headache, migraine, febrile conditions, period pains, toothache and other dental pain, backache and other muscular pain and also as an anti-pyretic. **Legal Category:** P **Product Licence Holder:** Seton Products Ltd, Oldham. PARAMOL is a Registered Trade Mark. Further information is available on request from the Licence Holder.

 Seton Healthcare Group plc

Liquid GOLD

Is your man
as good
as Gold?

**A good man is like gold dust.
Worth treasuring.**

So give him Gold, by Yardley. The 100 per cent proof that he stands head and shoulders above other men.

It's not a flash fragrance for a medallion man. You know the kind. He knows the price of everything and the value of nothing.

Yardley Gold is for someone with deeper values. To him less is more.

He knows how to make a statement without shouting. He'll appreciate the simple lines of the ingot-like box. He'll like the minimalist bottle because it makes maximum impact in his uncluttered life. He'll find that it contains a fragrance that reflects his personality, even his moods.



A heart of gold with intriguing complexities beneath a controlled surface. First comes enjoyment of life's good things. Mouthwatering top notes of lemon, lime, nutmeg, juniper berry, basil, rosemary and bergamot. The middle notes are a complex chord of lavender, geranium, jasmine, patchouli and cedarwood. Beneath, you

find a solid foundation of sandalwood, musk, amber – rounded off with a smooth kiss of honey.

Since the dawn of time, Gold has signified power and status. Emperors and conquerors have worn it to attract good fortune and to ward off evil spirits. Not every man is as good as Gold. If he's one, he is worth his weight in it.

Aftershave Splash 50ml £6.95

Aftershave Splash 100ml £8.95

Pre-Electric Shave 50ml £5.95

Deodorising Body Spray 150ml £2.95

Deodorising Talc 100g £2.95



YARDLEY
L O N D O N

THEY GAIN



“I’ve got my confidence back
since my pharmacist
advised me to try Regaine.”

Presentation: Clear, colourless to light yellow liquid for topical application, containing minoxidil 20mg/ml. **Uses:** Treatment of alopecia androgenetica, slowing of hair loss in patients with diagnosed male pattern baldness. **Dosage and administration:** Apply 1ml Regaine topical solution twice daily to the centre of affected area of the scalp. The total daily dose should not exceed 2ml. The method of application varies according to the disposable applicator used. In all cases the hair and scalp should be thoroughly dry, and the solution allowed to dry without the use of a hair dryer. Twice daily application for four months or more may be required

before evidence of hair growth stimulation can be expected. Onset and degree may be variable. Relapse to pre-treatment appearance following discontinuation of medication has been anecdotally reported to occur within 3-4 months. Patients should discontinue treatment if there is no improvement after one year. **Contra-indications:** Hypersensitivity to any of the components of the preparation. **Warnings:** Regaine is for external use only. Use only as directed. Do not apply to the areas of the body other than the scalp. Use of Regaine results in slight absorption (an average of 1.4% of the applied topical dose) of minoxidil from the skin

YOU GAIN



Hair loss affects 40% of the population. So recommend Regaine, the only product medically proven to restrict common hereditary hairloss.

In consumer surveys of over 7,000 men, 80% said they noticed the difference. And, after 12 months' continuous use, tests indicate 40% experienced regrowth.

With a seven year prescription heritage and a multi-million pound TV campaign many hairloss sufferers will be asking you for advice.

Regaine's use is continuous, so this is a valuable area of business growth exclusive to pharmacists.

Make sure you don't lose out.

Regaine®
contains minoxidil



CONTACT YOUR PHARMACIA & UPJOHN REPRESENTATIVE FOR MORE INFORMATION OR RING THE PHARMACIA & UPJOHN TELESales TEAM ON 0800 801 454

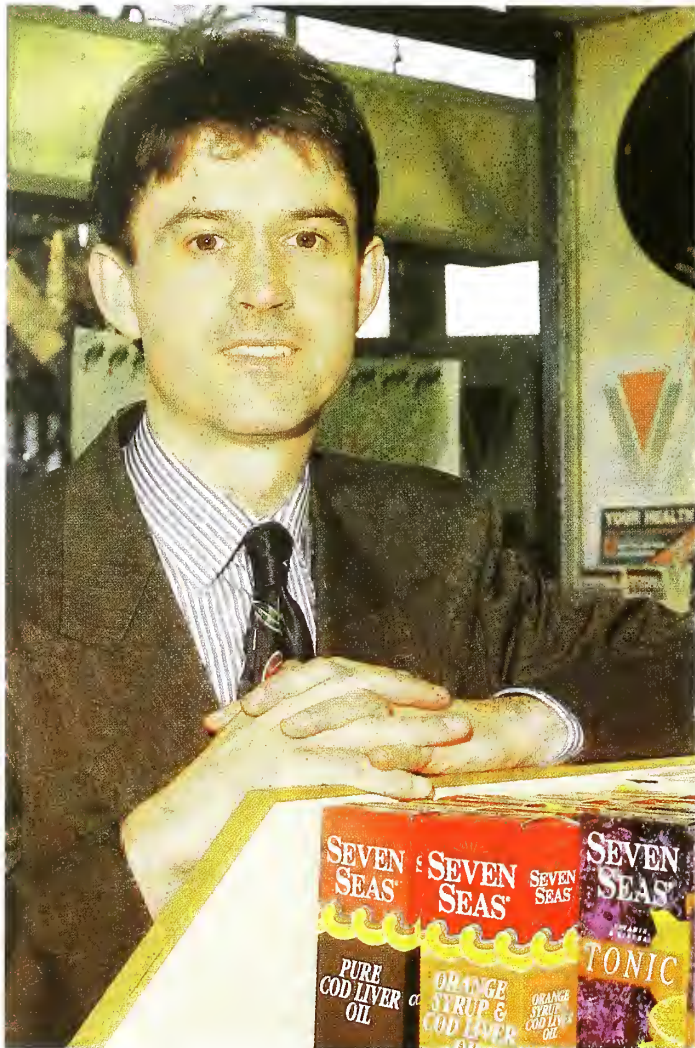
and the potential for systemic effects should be considered. The most frequently reported adverse effects have been minor dermatological reactions. **Precautions:** Patients with hypertension should be monitored closely when treated with Regaine. Regaine contains an alcoholic base which will cause burning and irritation to the eye. Safety and effectiveness of regaine in patients under 18 or over 65 has not been established. As for other preparations, concomitant damage of the skin may lead to increased absorption of minoxidil. Regaine should not be used during pregnancy or lactation. Regaine should not be used in conjunction

with other topical agents. **Legal Category:** P **Package quantities:** Bottles of 60ml with one or more of the following disposable applicators: pump spray, extended tip, or rub-on assemblies. **Product Licence number:** PL0032/0136. **Holder of Product Licence:** Pharmacia and Upjohn Limited, Davy Avenue, Milton Keynes, MK5 8PH, UK. **Date of Preparation:** March 1997. **Pricing Information:** £24.95 retail price (£21.23 excluding vat).



**Pharmacia
& Upjohn**

The missing link



John Ryan called in Business Link Birmingham to help when his OTC sales were at a standstill and he risked total dependence on the NHS. Adrienne de Mont went to his suburban pharmacy in Northfield

It took a complete outsider to tell John Ryan what was best for his pharmacy. A barrage of searching questions – even the apparently obvious ‘How do people get into your shop?’ – helped John to see the service he offered in a new light and enabled him to capitalise on its benefits.

He and three other directors bought the company, Royston Hall, in 1990. Its catchment area is far from affluent and about 95 per cent of patients are exempt from prescription charges. Although the pharmacy is not on Northfield's main shopping street, it has the advantage of being near a busy surgery. But

competition is fierce. There are five pharmacies, including a large Boots, within 400 yards.

The business had a 90:10 split between NHS and OTC sales, so soon after buying it John installed a dispensary management system to “concentrate on what we did best”.

Three years later the recession, competition from Boots and supermarket price-cutting had brought OTC business to a standstill.

“The counter trade was not increasing in line with everything else. We knew we had strengths in our staff and service levels, but there were a lot of potential customers out there who didn’t

know about us,” he says. He decided to join Vantage, taking the complete Super-Vantage package and carrying out a refurbishment. This had an immediate impact.

“Just by remerchandising and making the shop brighter, we started attracting younger people. Previously, our strong points had been pensioners and young mothers,” he says.

Making the Link

Then, out of the blue, came a phone call from Business Link Birmingham, asking John if he would like to make more money. The catch was that he had to spend more money first in order to do so, but he agreed to an initial business review. After a close scrutiny of the accounts, the Business Link consultant judged that Royston Hall was financially sound and worthy of support, and could benefit from a marketing package.

A wide range of options was available, with Business Link funding half the cost. So John signed on for 20 days’ professional advice on how to develop the pharmacy’s strengths, revamp its image and run promotions to attract a wider customer base.

“The consultant decided that our over-riding problem was the NHS, as we’re well and truly tied to it. Although dispensing is our major strength, it’s also our major weakness. At the same time, he felt we could do much more with retailing.”

The consultant looked at the pharmacy’s main objectives, potential growth areas and suitable markets for promotion. He established three main goals – to grow the business as a whole, to reduce dependence on the NHS and to develop related health markets where viable.

First steps to success

The first step was to create a corporate image. Business Link thought it best to capitalise on the heritage of Royston Hall, a name which was well established in the area as the pharmacy had served the local community for over 20 years. A designer produced a blue and silver logo, underlined in orange, set against a clean white background. The design appears on

the shop fascia, stationery and promotional material.

The Business Link consultant then tried to find reasons why customers should use John’s pharmacy in preference to any other.

“He looked at what my competitors were doing, then asked me what was special about Royston Hall. He kept asking questions such as ‘How do people get into your shop? How long does it take to dispense a prescription?’ When I said they just drop in and most prescriptions take less than 15 minutes, he replied, ‘That’s brilliant! So it’s a walk-in pharmacy!’ He was amazed how much stock we held in the dispensary and the speed with which we could obtain medicines from the wholesalers. So he recommended we hang a large sign in the window, saying ‘Walk-in prescription service – 90 per cent of prescriptions supplied in 15 minutes’. He also wanted to say what a wonderful dispenser I was, but I had to draw the line at that!”

“You and I, as pharmacists, don’t think a walk-in service is anything special – how else do pharmacies operate? But a lot of people might need to be told where and how they can get prescriptions dispensed. When they go past our window, they know exactly what kind of a shop it is.”

“It was amazing how analytical the Business Link guys were. They asked in-depth questions about everything. It is quite unsettling, by comparison, to see how casual pharmacy’s attitude to business is. But the consultants have what pharmacists lack – the time to sit down and plan everything in meticulous detail.

“The great thing about talking to them is that what we regard as

John Ryan registered as a pharmacist in 1979 after graduating from Manchester University and a preregistration year with a small Midlands’ multiple. He did locums for several years, then managed a pharmacy in Birmingham before buying Royston Hall. His pharmacist wife, Lesley, manages the pharmacy in a local private hospital and they have two children

humdrum and normal, they think is different. What to us is a standard, everyday service, to them is a unique selling point. We're too close to the coalface to realise."

This, he believes, is precisely what Boots is doing in its own advertising.

"Boots is spending millions telling the public it is doing what other pharmacies have been doing all along. What choice do we have but to do the same?"

The large notice in the window also lists other services the pharmacy offers, such as prescription collection, oxygen delivery, disability aids, ostomy and incontinence supplies.

Wider message

The next step was to look at ways of communicating with a wider audience. Television was way out of reach, radio was also too expensive and no local newspapers targeted the outlet's catchment area. John had previously tried press advertising without much success.

The best option seemed to be a leaflet drop, for which the consultant did a survey of postal codes on prescription forms to find out where most customers lived. He then arranged for a local newspaper to deliver leaflets to the target area, telling consumers about the pharmacy's special promotions.

John ran four promotions last year, timed to run at six- to eight-week intervals, with a 10,000 leaflet drop in the first four

weeks of each. The first offered special prices on Vantage food supplements, as vitamins and minerals was a market which Business Link had identified as showing major growth. Another promotion offered up to 20 per cent off films and processing, while a top ten savers deal cut prices by up to 30 per cent. A fourth promotion was in the run-up to Christmas.

Business Link laid down strict timetables for printing and photography, and hassled everyone to stick to their deadlines.

The promotions increased developing and printing sales by 10 per cent, nappy sales doubled and some toiletry items trebled. Not everything did well, but Business Link stepped in again and tried to find out why to avoid repeating the mistake in future promotions.

While he has seen an improvement in counter sales, he cannot tell yet whether his new approach has helped ethical business because his latest prescription figures are not directly comparable with recent years; they are distorted by some local practices going fundholding and tightening their drug budgets.

So would he recommend Business Link to other pharmacists? He feels he was lucky in the calibre of consultant assigned to his business. There was no way of telling, at the start, whether it would be worth the money. But, so far, he is not sorry he took the risk.

No1

Cuprofen Maximum Strength is the UK's best selling OTC 400mg ibuprofen brand.

In fact it sells more than twice the volume* of its nearest 400mg rival.

- 400mg pink, easy-to-take, film-coated tablets in a convenient single dose.
- Cuprofen offers your customers premium brand quality and performance - at a price they like, at a profit you want.

* Independent Pharmacy Audit

Cuprofen

IBUPROFEN TABLETS

MAXIMUM STRENGTH

FAST POWERFUL PAIN RELIEF

24

FOR IBUPROFEN,
CHOOSE CUPROFEN

Seton
Healthcare Group plc
Always read the label.

Cuprofen Maximum Strength Abbreviated Product Information. Presentation: Pink, film-coated tablets containing ibuprofen BP 400mg. Indications: For the relief of rheumatism, osteoarthritis, headache, lumbago, fibrositis, neuralgia, headache, dental pain, migraine, period pain and sports injuries. Contraindications: Hypertension, heart failure, liver and kidney disease, asthma, ulcers and bleeding disorders. Precautions: Caution should be exercised in administering Cuprofen to patients with asthma and especially patients who have developed bronchospasm with aspirin or other nonsteroidal agents. Special care should be taken when using ibuprofen in elderly patients, as age-related increased tissue levels may result with an attendant increase in the risk of adverse reactions. Caution with renal, cardiac or hepatic impairment. Caution is required in children. See also NSAID (non-steroidal anti-inflammatory drugs) section. The dose should be kept at the lowest possible level and renal function should be monitored. Legal Category: P. Product Licence Holder: Cuprofen Ltd, Chalfont, Bucks. UK. A Division of Seton. Further information is available on request from the Licence Holder.

SERVICES AVAILABLE

- Walk in Prescription Service - 90% supplied in 15 minutes
- Prescription Collection Service
- Patient Medication Records
- Oxygen Delivery Service
- Nebulisers - for breathing difficulties
- Medicines
- Disability Aids
- Colostomy & Incontinence Supplies
- Gluten Free Products
- Made to Measure Hosiery Service
- Pregnancy Testing

RH
Royston Hall
Chemist
Northfield, Birmingham B31 5AA
Tel: 0121 475 442

MANpower

As men become more comfortable with a wider range of grooming products, Sarah Purcell investigates new opportunities for pharmacy sales

Three years ago, a MORI poll found that women knew more about male bodies than men themselves, and 40 per cent of men said they never visited the doctor unless they were told to by their partner. But, slowly, their attitudes to health and appearance are changing, thanks largely to the rise of male health and lifestyle magazines, and the advertising they spawn.

At the other end of the spectrum, nail expert Mavala has just brought out a range of nail polishes for men, following on from the latest US trend. And a survey by Garnier has found that fake tan is the fifth most-popular male grooming product. But while your average bloke would guffaw at the very idea of getting a tan any other way than roasting on a beach, he's much more likely these days to be using a body spray, wearing a fine fragrance, buying sensitive skin shaving gel and using wax to define his hair-style. He may even be wearing moisturiser (though he probably won't admit it!).

We asked a selection of manufacturers in the male grooming market how they thought today's men were shaping up. Here's what they said.

"Men are happy to spend time in the bathroom now and they will use a variety of fragrances,"

says Jane Aspinall at Elida Fabergé. "While we're miles apart from places like Japan, where men are using anti-wrinkle creams, I think we'll see facial washes and body lotions for men in the near future."

"It's no longer seen as feminine to use grooming products," according to Adrian Fleetwood at Philips. "Increased awareness about skin cancer from sun exposure has helped to raise the profile of skin care in general, so men are no longer embarrassed to talk about it."

"Men have become more comfortable with grooming products which step outside the shaving area in recent years. In consumer research we've carried out, men are really quite interested in grooming products and they no longer think it's effeminate to use them," says Heather Cooper at Wella.

At Gillette, David Bashaw says: "Men have become more interested in their appearance, and more confident about looking good. They're willing to experiment more with their looks and with grooming products."

Lisa Whalley, brand manager for male fragrances at Yardley, says: "Men have always had this fear of smelling like a woman, but this is now disappearing."

A close shave

Shaving will always form the mainstay of the male grooming market, and continued innovation is driving it forward. Sales of blades are now at £154 million, up 8 per cent on last year, and razors are valued at £18.4m. Of that, 70 per cent is taken by the newer systems razors and 28 per cent by disposables. Systems blades are worth around £103m.



Philips dominates the power shaving market with a 53 per cent share, and sales have been helped by the launch of the Reflex Action range



Best-selling shaving gels

Gillette Series
Palmolive
Lynx Systeme

(TN AGB Superpanel)

Tips from the top

Will Carling's handy hints on getting a closer shave ...

- Shave only after allowing your skin to wake up and the pores to open. This is best done with hot water or steam – shave after your bath or shower.
- Use a lubricated shaving product to provide a barrier between the blade and your skin.
- While shaving, splash your face regularly with lots of hot water. Shave with the grain of hair growth and use short strokes. Finish by rinsing your face with warm water.
- Avoid alcohol-based aftershaves which will dry out your skin.



Remington's new Acti-Glide combines the power of an electric shave with the closeness of a razor



Taylor of London's Gentlemen has been updated for '97 with a burgundy Regency stripe



Wilkinson Sword's new FX Performer features flexible twin blades and a lubricating strip to guard against cuts and irritation

According to Gillette's latest national usage survey, 75 per cent of men prefer to wet shave, and this has risen by 1 per cent a year over the past five years. Of the 16 million men who pick this method, 56 per cent use systems razors, 39 per cent choose disposables and 5 per cent traditional double-edge razors.

"I think we can put the increase in systems usage down to the technical advances in systems razors," says Mr Bashaw. However, disposables have also seen good growth, up 6 per cent this year. "I wouldn't say there is a typical systems or disposable razor user – the difference is the price you're prepared to pay to get the shave you want," he says.

Wilkinson Sword has launched Extra II, a new disposable suitable for both men and women, which features a no-slip rubber grip handle. Designed to give the best possible grip while shaving, the rubber handle is longer, curved and heavier for better

control, helping to reduce nicks and cuts. The razor is available in three variants: Regular, Sensitive and Women. Both Sensitive and Women feature a special moisturising strip enriched with vitamin E and aloe to help protect skin from irritation.

Wilkinson Sword is advertising its recently-launched FX Performer systems razor in a new television campaign which runs until the end of July.

Power to your sales

The power shaving market is worth \$51.8m (MAT March, '97), with mains/rechargeable now the biggest sector at \$35.2m, followed by mains only at \$11.1m, rechargeable only at \$6.1m and battery-operated at \$2.3m. In volume terms, it's a flat market, but innovation has driven the value up in the last five years.

At Philips, Mr Fleetwood admits that the heavily-advertised systems razors have taken some men away from power shavers. "But there will always be a group of people who will never wet shave because it is too irritating for their skin," he says. "And with our lift and cut system, power shavers will give as close a shave as a blade."

Power shavers are still very much a gift-oriented market, with 30 per cent of all products sold in the five weeks before Christmas. Some 50 per cent of men's shavers are bought by women, hence the female-biased advertising that still prevails.

From July until the end of August, Philips is offering a 30-day money-back guarantee on Philishave models. The Philishave range will be advertised on

television throughout the last three months of the year.

Remington has introduced a new method of hair removal suitable for both men and women, called Acti-Glide. Combining the power of an electric shave with the closeness of a razor, the Acti-Glide uses a battery powered moving blade system for a safe, close and smooth shave. It is available in models for men and women.

Acti-Glide has pivoting blades which move from side to side, with no need to apply pressure as the head glides across the skin. Each blade has a lubricated strip to moisturise skin. Both the men's and women's versions retail at \$12.99 each.

Remington has also introduced a new range of shavers aimed at younger men, the Single Foil. The shaver comprises a super-thin microscreen foil to give a closer shave, a pop-up trimmer and automatic worldwide voltage. It is available either as a mains (\$21.99) or a mains/rechargeable model (\$29.99).

New from Braun is the Flex Integral, a pivoting, multi-stage shaving system. There is a first foil to remove short hairs, an integrated cutter to remove problem hairs which grow in awkward directions and a second foil for extra smoothness. Prices range from \$19.99 to \$119.99.

Growth for gels

Shaving preparations are one of the most dynamic sectors in male toiletries, with shaving gels still growing at 15 per cent a year. Worth \$62.3m, the whole sector grew by 10 per cent last year, with gels worth \$32.3m and foams \$22.5m.

"Gels not only appeal to younger men now – across the age spectrum we're seeing men switching from foams to gels," says Mr Bashaw.

Shaving products for sensitive skin have proved to be enormously successful, as they have in the female skin care and cosmetics markets, and some 43 per cent of men now claim to have sensitive skin, according to Wilkinson Sword.

"Gel, particularly sensitive gel, is driving the market growth as it gains popularity with young consumers keen on looking after their skin," says Nicola Keeble, commercial category manager for body care at Colgate-Palmolive. "For the pharmacist, gel carries a premium price and has a fast use-up rate. To capitalise on the shaves market, pharmacists should stock gels, foams and sticks," she advises.

"Men's attitudes are starting to change. The criteria they now



Imperial Leather Active Care for men shaving and body care products are all designed with sensitive skin in mind

Continued on P26 ►

◀ Continued from P25

look for in a shaving product is: dermatologically tested; for sensitive skin; and alcohol-free. Fragrance has definitely become of secondary importance," says Mr Bashaw. Shaving products for sensitive skin now account for 54 per cent of sales.

At KMI, founder Will King agrees: "Our own sensitive skin shaving oil now outsells the original by two to one. I think men like the idea of having sensitive skin now, as it makes them feel more special."

● London designer barber Daniel Rouah has launched a range of male grooming products. The range includes a three in one shower gel, shampoo and shaving gel, called Travel Mate; Close Shave, a shaving gel; Smooth Shave, a fragrance-free gel for sensitive skins; and Face Relief, a fragrance-free after-shave balm.

● New to the Simple range is Soothing Shave Gel, which contains moisturisers and aloe vera to leave skin smooth and supple. It is suitable for all skin types, including sensitive, says Smith & Nephew.

● Just introduced in the UK, Tend Skin from American Hair Removal System (UK) has been developed to unblock ingrowing hairs and smooth away razor bumps. It also helps to treat razor burn and stop the bleeding caused by razor nicks.

Pharmacies now only take 11.9 per cent of sales in the shaving sector, and have lost share at the rate of around 1 per cent a year. "Our advice to pharmacists is to stock a wider range of fewer brands, instead of vice versa. There is, of course, still a role for pharmacies to stock the smaller, traditional brands, too," says Mr Bashaw. At Philips, Mr Fleetwood has similar advice: "Pharmacists should select the top-selling models. We produce a best-sellers pack of our six most popular shavers, which is designed with the smaller retailer in mind."

He who dares

Times have changed since the days when a splash of Brut was the only kind of scent a man could get away with. We're now seeing fragrance trends in the men's market, albeit much less fickle than in the female market. In the early 1990s, Davidoff's Cool Water sparked a trend for fresh, invigorating scents, which still lingers today.

Male fragrances are becoming more daring, with Jean-Paul Gaultier's Le Male containing Oriental notes, and Thierry Mugler's Amen boasting notes of chocolate. "I think we're finally starting to see a move away from



Brand Managers is offering selected bath care items from the Pino Silvestre range at a lower price this summer

the fresh, oceanic scents towards warmer, woodier notes," says Ms Whalley at Yardley. "Male fragrances are definitely getting more adventurous."

The unisex trend (started by Calvin Klein's CKOne and its successor, CKBe) continues, although these fragrances tend to be more popular with women than men. But many think the days of the unisex fragrance are numbered, and indeed the market has already moved on.

"Calvin Klein has done the unisex fragrance and no one else can better it. What we're now seeing is female fragrances launching male counterparts – such as Dune for Men – and male fragrances launching female counterparts – such as Cool Water for Women. I think that partner fragrances will be the future, rather than just one fragrance for both," comments Ms Whalley.

At Elida Fabergé, Ms Aspinall is more optimistic about the future of unisex scents: "We see

the trend continuing for at least the next five years. We've seen lots of own-label unisex versions recently and we are planning a unisex scent ourselves."

British men are slowly coming round to the idea of using eau de toilettes, as well as aftershave, while aftershave balms and gels look to have been a passing phase. "Today's man probably has a deodorant or bodyspray, plus one or two fragrances, but he won't wear these every day. Younger men know a bit more about different types of fragrances, but older men tend to just wear what they're given," says Ms Whalley.

Ms Aspinall says: "In the mass market, older men tend to go for shaving-orientated fragrances, like Old Spice, while younger men will opt for new, bolder scents. In the prestige sector, older men choose the warmer, heavier scents, while younger men go for fragrances like Tommy or Boss. However, there are a few which appeal across the age range, such

as Escape, Obsession and Drakkar Noir."

Ms Aspinall says that there is a lot more self-purchase in male fragrances now, accounting for about 40 per cent of sales.

"The grocers have helped a lot here by creating a kind of male oasis in their stores. By putting neutral areas around male toiletries, men are encouraged to browse in comfort. Men will reject a feminine atmosphere, whereas women won't shy away from a masculine one."

Male fragrances account for 47 per cent of the total male grooming market and are worth £257m (Nielsen, December, '96), up 4 per cent on last year. This splits into £186m for fine fragrances and £69m for mass fragrances. The discounting of fine fragrances has slowed sales in the mass market. "The gap between mass and fine fragrances has narrowed, so new mass market fragrances now need to offer consumers more than they did in the past," says Ms Whalley.

According to Ms Aspinall, pharmacies are doing well in the fragrance market. "For Elida Fabergé products, pharmacies saw an increase in sales of 46 per cent last year, while grocers grew by just 15 per cent. I think it's important for pharmacies to offer their customers innovation. In the '80s, shelves tended to be packed with hundreds of different brands. In the '90s, it's more about stocking what sells for you and being much more selective."

What's new?

● Yardley Gold has been relaunched in minimalist, contemporary packaging with a new fragrance. Top notes include lemon, lime and juniper berry, with middle notes of lavender, jasmine and cedar. It has a base of musk, amber and sandalwood.

● L'Eau d'Orange Verte is the new male fragrance from Hermès. It combines warm, citrus notes with minty and woody notes.

● Escada Pour Homme Silver Light is a new fragrance which combines patchouli, moss and vanilla with citrus fruits and spices.

● Dune for Men is a green, oceanic and woody fragrance which takes inspiration from nature and the elements.

● Taylor of London's Gentlemen packaging has been updated for 1997 with a burgundy Regency stripe. The new design enhances the pack illustration of English carriage horses from an original painting by W Birch.

Fresh appeal

Bodysprays were the success story of the 1980s and the market continues to thrive, now worth



The top-selling Lynx range is being supported by £7 million this year

Continued on P28 ▶



LET SIX MANIACS EMPTY YOUR SHELVES THIS SUMMER.



Stock up with Insignia this summer and watch your customers go crazy about it. They have the chance to win one of three wild adventure holidays for themselves and five friends each time they buy 100ml. of Insignia aftershave with one other Insignia product. What's more, they can win a pair of exclusive Insignia wraparound shades right there on the spot.

There's plenty of colourful in-store promotional material to start them drooling.

You'll even have the chance to win a prize for yourself. All participating stockists will be entered in a draw for a luxury hotel break for two.

So do the sensible thing.

Let a bunch of maniacs make your profit go crazy.

FREE HOLIDAYS TO BE WON!



Top five bodysprays

Lynx
Addiction
Legendary Harley Davidson
Gillette Series
Brut Aquatonic
(IRI Infoscan April, '97)

Top five APDs

Sure for Men
Right Guard
Gillette Series
Natrell Plus
Lynx
(IRI Infoscan April '97)

◀ Continued from P26



Gillette Series APD is being advertised this summer with a dramatic new three-dimensional poster campaign

we're determined to educate men on the long-lasting performance of our products," says Mr Bashaw.

Cool news

Driclor Solution, the APD for problem perspiration, will be promoted throughout the summer with a \$500,000 spend, including press, radio and poster advertising. For consumers there is a Driclor Helpline (0345 023857), which will answer questions on problem perspiration. For pharmacists, a comprehensive training guide is available, with a protocol sheet for pharmacy assistants.

Elida Fabergé has added a male variant to its Vaseline Intensive Care skin-friendly APDs, which is being backed by a \$4m TV and press advertising spend this summer. The new variant has a fresh and woody fragrance.

Also new from Elida Fabergé is Sure Ultra Dry Cream APD, which is available across the range. The product dries quickly, leaves no white residue and gives 24-hour protection.

The latest Lynx variant is called Inca, the first spicy fragrance for the brand, combining

fresh with warm, woody notes. Lynx now accounts for 35 per cent of the bodyspray and male deodorant market.

Skin deep

Skin care for men is slowly losing its effeminate image, and manufacturers are still confident that, in time, the average bloke will be slapping on moisturiser every day. Valued at \$15-18m and growing at a rate of 20 per cent a year, the sector has been fuelled largely by the plethora of men's lifestyle and health magazines – even those targeted at the 'New Lad', like *Loaded*, cover health and beauty products.

"I think that, privately, men are much happier about using skin care products, though they might not admit to it in public," says Mr King, founder of KMI and the K range of skin care products. "And the market is widening out from the young, urban man to encompass a much broader cross-section of consumers."

But there is still a fundamental lack of education when it comes to men's skin, says Mr King. "There is a huge lack of knowledge among men and a fear of asking. We're not taught to shave

properly as teenagers and have to learn by guesswork and copying dad."

So what kind of man uses a moisturiser? "There are currently two types – the man who uses it to make his skin softer and therefore more attractive to women, and sportsmen who use it to protect their skin from the elements."

At Elida Fabergé, Ms Aspinall thinks that male moisturisers in particular are a potentially huge area. "In 1995, penetration was 14.4 per cent and last year this rose to 16.6 per cent. In Germany, usage of male moisturisers has reached 44 per cent, while the European average is 23 per cent. I think that usage in the UK can only increase."

Mr King predicts that eventually the male skin care market won't be too dissimilar to the female one. "Once more of the big players launch into male skin care, which they'll back with heavy advertising, the sector will really take off."

● The KMI skin care range for men features K-24 Active Men's Moisturiser, which includes sunscreens and has a non-greasy formulation; K-XF Exfoliating Facial Scrub, with jojoba microparticles to clear away oil and debris; K-First Daily Face Wash for use before shaving; K-GL Post Shave Conditioning Gel, with aloe vera, allantoin and camomile extract. New from KMI is Kinetik Powergel – an airpowered foaming shower gel for body and hair.

● Face Fitness AHA Moisture Formula is new to the Polo Sport range. It contains AHAs to encourage skin to renew itself more quickly, marine extracts and vitamin E, and has an SPF 8. Also new is Scrub Face Wash, designed for use before shaving.

● Taylor of London for Gentlemen has responded to the increasing number of men seeking products to actively care for their skin by formulating its Aftershave Moisturiser to soften and scent the skin, as well as tackling irritation and promoting healing.

Hair-raisers

Men have their own deodorants, shower gels, soaps, fragrances – so why not shampoos, conditioners and styling products? Estimated to be worth a potential \$200m, in fact the sector currently stands at only about \$20m, with just a handful of brands.

Last year, Sara Lee launched shampoos, 2 in 1s and conditioners for men into the Brlcreem range. This has proven very successful, with sales up by 65 per cent to almost \$2m. So why have none of the big hair care players followed?

At Wella, Ms Cooper believes that, although there is potential



Driclor Solution is being supported by a £500,000 campaign of press, radio and poster advertising this summer

\$70.8m and up by 9 per cent (IRI Infoscan April 20, '97). Bodysprays now account for 47 per cent of the deodorant market, followed by antiperspirant deodorant sprays at 35 per cent, sticks at 6.8 per cent, roll-ons at 6.2 per cent and gel sticks at 5.1 per cent.

The combined APD and male bodyspray market represents the second largest sector in the total toiletries market, according to Gillette, and last year it was the fastest-growing health and beauty sector.

Gillette has relaunched Right Guard with a new double protection formulation and introduced a new variant – Scuba – with a fresh, outdoor fragrance, which is being supported by TV advertising throughout the summer.

Gillette Series APDs are being advertised on TV for the first time this summer, in a campaign which aims to educate men on the benefits of the products.

"The opportunity with the male APD sector is huge – fragrance just isn't enough, and



The Grecian range is being supported by a national press campaign



Wella's Experience with Liquid Hair 2 in 1 Dandruff Control is particularly suitable for men

for male-specific hair care products, growth is likely to be slow. "You only need to look at how long it's taken to introduce male moisturisers to see why this is. Most of the recent hair care launches have been genderless and men are happy to use these

products. There are few brands which can take on the men-only positioning."

If you thought few men used styling products, think again. Some 36 per cent of all styling occasions are by men, although nearly all the products are purchased by women. Some 10 per cent of gels are used by men, 31 per cent of waxes and creams, and 21 per cent of sprays.

At Combe International, a specialist in men's hair colourants, the company says its most buoyant product is its colourant for moustaches, beards and sideburns, which is now growing faster than its hair colourant. Just for Men is being advertised on television during August.

At KMI, Mr King believes that men want something different when it comes to shampoo. To this end, they have launched Kinetik Powergel, a cross between a shower gel and a shampoo, which squirts out, foams and gives a high performance.

New to the Alberto VO5 range is Styling Wax, which is particularly suitable for shorter, men's styles.

The new Daniel Rouah range from the designer barber includes hair care products: Healthy Hair, a 2 in 1 shampoo and conditioner; Hair Shaper, a conditioning and texturising creme wax; and Hair Manager, a high shine gel.



Just for Men Moustache, Beard and Sideburns is now outselling the original hair colourant



The Brylcreem Grey hair care range has shown an impressive 65 per cent growth since its launch last year



Birdsgrove House to be used as addiction treatment centre

The Royal Pharmaceutical Society Council has decided, by 15 votes to seven, to turn part of Birdsgrove House into a treatment centre for pharmacists and other health professionals with alcohol- and drug-related problems. There will also be scope to offer stress management and other life skills courses to RPSGB members.

Society treasurer Professor Geoff Booth says that the compatibility of the two types of guest who would stay at Birdsgrove House has been considered. The top floor would be a separate unit for drug- or alcohol-dependent guests. The same guests would use the gardener's cottage as a day centre, so there would be minimal contact with

those staying at Birdsgrove for convalescence.

The Birdsgrove House sub-committee considered three other options before making its decision – maintaining the status quo, shifting the emphasis from convalescent home to holiday home, or selling the house. The Benevolent Fund subsidy was \$110,168 in 1996.

Code of Ethics: new guidance on negligence

The RPSGB Council last week approved an addition to the Code of Ethics to clarify a pharmacist's responsibility to give an explanation and an apology to a patient when becoming aware of possible negligence that might have harmed the patient.

An extra paragraph of guidance on Obligation 1.1 of the Code will read:

"If a pharmacist working in a pharmacy or pharmacy department becomes aware that a patient of the pharmacy has received pharmaceutical care of a standard less than the patient has a right to expect, the pharmacist should, if possible, provide an explanation of what happened and apologise. It is advisable for the pharmacist to make a personal note of the incident. Measures should be taken to minimise the likelihood of a repetition."

Get moving on health

The latest leaflet from the Pharmacy Healthcare Scheme, 'Get moving! – How everyday activity can improve your health', encourages the less active to increase physical activity in daily routines for 30 minutes, five days a week. Pharmacists should have received 40 leaflets this week. The PHS can be contacted on 0171 735 9141.

FIP on donated medicines

A draft statement on the donation of medicines, such as for charity, will be presented at the International Pharmaceutical Federation (FIP) Council meeting in Vancouver in September. Based on the work of the World Health Organisation, it will emphasise the role that pharmacists can play.

RPSGB pushes for lead role in self-medication coalition

The Royal Pharmaceutical Society wants to take a lead in setting up discussions between pharmacists and doctors on responsible self-medication.

Society secretary John Ferguson says there is concern in Europe at the way in which the OTC industry is seeking to lead the way in self-medication. Doctors in European liaison groups appear to be suspicious of pharmacists, whom they see as being in partnership with the industry.

The National Pharmaceutical Association has recommended the formation of a panel, including the RPSGB, NPA, British Medical Association, General Medical Services Committee and possibly Royal College of Nursing, to prepare principles of responsible self-medication. Industry and consumer organisations could then become involved. Mr Ferguson adds that the medical profession is keen for the Society to lead the initiative.

PRS starts installing Script Manager for GPs

Practice Resource Systems has started installing the GP side of its controversial electronic prescription system. The company is hoping to have 50 sites operable in England and Wales by the end of the month.

The system will allow prescriptions to be generated with bar codes. Other programmes to be included are Ad-aid, a methadone maintenance man-

agement system; and Lab-view, a system for sending pathology test results direct to patients' records in the GP surgery.

PRS is hoping to set up a pilot network, involving five GP practices and 20 pharmacies. The company was not able to confirm where the pilot might take place, but Wiltshire Health Authority has been approached in the past (C&D March 29, p4).

Pharmed publishes data on Internet

Details of the proposed Internet-based electronic prescription transfer system that is being developed by Pharmed have been published on the company's web pages.

The web-site will also act as a discussion forum, says Pharmed, which adds that it has set up the site as part of the company's commitment to an open dialogue with health professionals. At present, the site contains details of encryption standards and a discussion paper on building trust relationships.

The announcement comes after Pharmed, which has received £2 million investment from its parent company, Gehe,

held a meeting with pharmaceutical industry representatives to discuss electronic prescribing. Among those taking part were representatives from Pharmed's principal competitor, Practice Resource Systems.

Other pharmacy computer suppliers were also in attendance, along with members of the Prescription Pricing Authority, the Royal Pharmaceutical Society, and Numark and Unichem.

Pharmed spokesman Edward Waldron Davies says the company plans to start beta-testing the system in the autumn.

The Pharmed site can be found at www.pharmed.org.uk.

RPSGB Council briefs

Register change The Register of Pharmaceutical Chemists is to indicate the category of fee paid by each member to help prevent possible abuse by members who pay a reduced fee but work to an extent requiring a higher fee.

Fexofenadine as P The Medicines Control Agency has given an encouraging response to the Society's suggestion that fexofenadine (the active metabolite of terfenadine) should become P.

New museum The Society is to investigate the feasibility of marking the Millennium by acquiring new premises to house the Society's museum collections, with expanded exhibition space, good public access and facilities such as meeting rooms and a shop.

Medication cards The Society, National Pharmaceutical Association and the Proprietary Association of Great Britain have discussed a proposal for medication cards for non-prescription medicines. The cards will be tested in pharmacies before the proposal is taken further.

More standards The RPSGB Council approved four new standards for professional services for incorporation into the appendix to the Code of Ethics, as part of the review of standards called for by the 'New Horizon' document. The standards relate to:

- home delivery of medicines
- domiciliary oxygen
- needle and syringe exchange
- the collection and disposal of unwanted medicines.

Guidance is being prepared on these standards, together with those on services to nursing and residential homes and instalment dispensing, which were approved at the June meeting.

More vet medicines? The Society is to seek a meeting with the Veterinary Medicines Directorate to discuss the possible reclassification of appropriate veterinary medicines from POM to P.

Boots drugs

For the second year running, Boots the Chemists will be holding a Drug Awareness Month in September, in conjunction with the Health Education Authority. Local drug action teams will be based in stores, giving advice. An updated free leaflet, 'Drugs and solvents: know the facts', will be available.

UN Co-op cash

United Northwest Healthcare is donating 10p to the British Heart Foundation for each medicine returned in a charity DUMP campaign. The scheme started this month in its 65 pharmacies. It hopes to raise £1,000 towards a donation of £100,000.

BP Commission to adopt 'Standard Terms' procedure

The *British Pharmacopoeia* Commission Secretariat has issued a document on how 'Standard Terms' will be dealt with in subsequent editions of the BP.

The Commission is proposing to incorporate relevant Standard Terms into the Definition and Labelling sections of monographs from the next edition of the BP. The established title of monographs will be unchanged. New BP monographs for formulated preparations will only use Standard Terms.

The move recognises that certain terms for formulated preparations in the UK have not been designated standard terms for use in the context of product licensing in the European Community.

As such, there are a small num-

ber of formulated preparations in the BP 1993 which contain terms other than Standard Terms (for example, Calamine Lotion, Codeine Linctus, Simple Linctus and Talk Dusting Powder).

The proposed changes would mean that in Codeine Linctus' case its non-proprietary name would remain unchanged, but the Definition will state 'Codeine Linctus is an oral solution containing ...' and a Labelling statement will be added: 'The label states that the preparation is an oral solution'.

A list of the relevant monographs can be obtained by writing to the BP Commission Secretariat, Room 1712, Market Towers, 1 Nine Elms Lane, London SW8 5NQ, enclosing an A4 SAE.

Methadone review announced

The Government has announced a review of the use of methadone as a drug substitute after claims made in a recent BBC1 'Panorama' documentary.

Junior Home Office minister Lord Williams of Mostyn, responding to a Lords debate on youth crime, said the review would be undertaken by the Government's proposed drugs czar.

"One of the duties will be to urgently review our present strategy and to make recommendations," he told peers. "That will include a review of treatment provision, including the provision of methadone."

He also outlined the role of the drugs czar, who will lead the fight against drugs and co-ordinate effective treatment programmes.

LETTERS

Importance of staff training not in question

The conclusion that pharmacists are not interested in staff training (C&D June 21) is not justified by the AAH survey, in which I took part.

We require all our staff to undertake continuous training (including me), and paid time is allowed for doing so, but when we answered the AAH survey, we interpreted the question differently from the way in which it has been presented.

We do not question the importance of good staff training, merely whether a pharmaceutical wholesaler is the best supplier of it.

It should be said that our staff are enthusiastic attenders at AAH training sessions, that they use the video training materials provided and that we have no complaints about the quality of AAH's work. This may explain the "apparent apathy"

upon which Mr Turner comments.

G Brack
Truro

A growing prevalence of legal pitfalls

I note that the warning to 'Take less Day Nurse if taking Night Nurse at night' does not now appear on this product's packaging. As these two products are linked by word association and usage, is this not a dangerous omission?

Will anyone now stock terfenadine, even if it manages to remain a Pharmacy medicine? Will anyone stock Alka-Seltzer if one has to verbally reassure customers what the ingredients are?

How many legal pitfalls do we have to avoid when our counselling is only verbally made?

P J Rose
Crediton

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*Source: Independent Pharmacy Audit



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P&G focuses new sales team on pharmacy

Procter & Gamble has launched a major drive to help improve the profitability of pharmacies following the merger of its cosmetic and fragrance, and health and beauty sales forces.

The company has set up a pharmacy customer business development organisation, structured, the company says, to meet the needs of the rapidly changing pharmacy environment.

There are four specialist teams within the new organisation.

- The pharmacy customer marketing organisation is responsible for ensuring that the needs of the pharmacy sector are understood. "Significant investment" is being made in research to understand what determines consumer shopping habits in community pharmacies.

The company says its activities in the sector are increasingly being targeted at consumers who prefer to shop in community pharmacies in preference to superstores and multiples. It intends to take a lead in developing category management in pharmacies, a collaborative process between the manufacturer and wholesaler to help retailers grow sales by increasing consumer value and loyalty.

A number of projects have



already been initiated in the hair care, skin care, disposable nappy and feminine hygiene categories.

- The integration of the two sales forces gives P&G a large retail team to service independents. Pharmacists can choose between a regular visit or a telephone service. In addition to information on company initiatives, pharmacists can get advice on category development, range selection, pricing strategies, merchandising techniques and a personalised planning service.

Pharmacists with EPoS can also receive help in analysing their sales and developing marketing strategies to suit the demographic profiles of their customers.

- A specialist team will provide wholesalers with logistical and

marketing support. There is "enormous scope" for joint ventures with wholesalers to provide pharmacies with healthcare and OTC marketing initiatives, says P&G.

The company has collaborated on a number of such initiatives in the past year and plans to increase the level of investment in the future.

- A fourth team will work with national and regional multiple chains. "We believe that a combination of a strong independent and multiple sector will increase investment from manufacturers," says Brian Carruthers, P&G's pharmacy division manager (pictured left).

"Many of the marketing initiatives that are deployed across the independent sector were originally developed by the multiples. We are also keen to help and support the activities of pharmacists developing smaller chains of pharmacies in the UK."

P&G's sales director, Karen Higgins, says: "The integration of our two pharmacy sales forces has provided us with the opportunity to make a significant investment in the pharmacy channel and a major commitment to our pharmacy customers, both large and small."

Ethical flotation dashed

Ethical Holdings has scrapped plans to float on the Stock Exchange because of a lack of interest among investors. The company has also decided not to acquire Clonmel Healthcare, an Irish pharmaceutical company, since it had planned to use money from its listing to finance the bid. Ethical is now looking at its options, which include a potential merger or putting the company up for sale.

Streamlining inspections

European and US regulatory authorities have agreed to recognise each others' inspection procedures for pharmaceutical plants. The ABPI says the agreement is a "significant step forward" that removes regulatory barriers in transatlantic trade. The agreement will be implemented after a three year transition period.

Glaxo to sell Annan plant

Glaxo Wellcome is selling its plant in Annan, Scotland, to US-based contract manufacturer Chirex for £40 million. GW says a manufacturing review had concluded that the plant was under-utilised. Chirex says it will not make any compulsory redundancies among the plant's 170 staff. It plans to invest £30m in the site over the next five years.

Chemex - offer to exhibitors

Would you like 30 minutes to present the topic of your choice to a captive audience of pharmacists? You can if you're planning to exhibit at Chemex '97.

The organisers are introducing a Seminar Theatre to showcase exhibitor-led sessions - part of a plan to introduce more stimulating services to visiting pharmacists and buyers.

Positioned prominently on the exhibition floor, the theatre is designed to offer visitors free sessions on a wide range of topics, products and services.

Time slots in the Seminar Theatre are free of charge and will be booked on a first-come, first-served basis. For more details,

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Pharmacists receive 'two' budget hand-outs

Pharmacists could benefit twice from the budget, says the National Pharmaceutical Association. Brian Dosser, the NPA's finance officer, says the cut in small business corporation tax from 23 per cent to 21 per cent is good news for pharmacists.

Those who are thinking of investing in a shopfit, he adds, could be encouraged to do so soon because the rate of capital

allowance for investment on plant and machinery has been doubled to 50 per cent for the first year. The Government says this temporary rate will reduce the taxes that small/medium-sized businesses pay by \$230 million in 1998/99 and by \$170m in 1999/2000.

The Federation of Small Businesses welcomes the budget overall, but says it does not help

the UK's four million self-employed businessmen, who still have to pay tax of 23 per cent or 40 per cent.

The Forum of Private Business, which has been lobbying for a review of the uniform business rate, because it says the system penalises small businesses, notes that the chancellor of the exchequer, Gordon Brown, ignored the issue.

Drug multinationals face profitability woes from strong pound

The Labour Government's first budget for almost 20 years will not help the profitability of major multinationals, such as Glaxo Wellcome and Smithkline Beecham, which have stressed repeatedly that the strong pound is harming their businesses.

Chancellor Gordon Brown made no provision to tackle the rise in consumer spending in his budget. As a result, sterling rose

last week to a high of \$1.69 as financial markets speculated that the Bank of England would soon increase interest rates by 0.25 per cent to curb inflation.

Drug companies, however, are coy about how the pound is currently affecting their earnings. Smithkline Beecham, which lost potential pre-tax profits worth \$41 million during the first quarter because of a strong sterling,

refuses to speculate on how the pound's present value could affect its year-end results. It stresses that its underlying performance is strong, irrespective of the pound.

The chancellor, however, has sought to help companies by trimming the main rate of corporation tax from 33 per cent to 31 per cent. About 500,000 firms will benefit from the cut.

'Glaxo lacks investor appeal in short-term'

Glaxo Wellcome is unlikely to attract a huge number of investors in the short-term because of uncertainty over its sales growth, according to Nigel Barnes, a pharmaceutical analyst at Merrill Lynch.

Mr Barnes, who was giving an analyst's view to the Pharmaceutical Marketing Society, said the doubts stem from the imminent expiry of Zantac's patent and concern that GW's new products will not generate as much growth as those of its competitors.

He added, however, that GW's size makes it the world's leading drug company. It has an exceptional new product flow and its long-term outlook looks much brighter.

Smithkline Beecham, meanwhile, is in "good shape" to show some growth and its margins are expected to rise, helped by some restructuring.

SB has forecast that its sales will grow in double digits – Mr

Barnes expected the rise to exceed 15 per cent per annum.

Zeneca's new product portfolio deserves praise, said Mr Barnes. By the end of the year the company will have brought out nine new products, which will have a significant impact on its earnings. These include Zomig, a migraine treatment which received its regulatory approval in the UK in March, and whose annual sales are expected to exceed \$500 million.

It has an established franchise in cardiovascular medicine and has no major patent expiries until 2002.

In the US market, Pfizer's sales have consistently been strong and it will remain one of the best-performing drug companies there for some time.

The pharmaceutical industry, said Mr Barnes, still offers investors excellent value for money because it is relatively recession-proof.

"US share prices for drug companies are much higher than in the UK," he said, "which is why UK companies will continue to grow [a large part of the companies' business is in the US]. The risk is that the US [stock market] catches a cold."

Drug companies, meanwhile,

are paying more attention to their manufacturing processes to increase their profit margins. In their quest for efficiency, the companies are assessing their new products more "brutally" than before.

SB decided to abandon its treatment for rheumatoid arthritis, for example, whereas "in the past, SB may have carried on and allowed the drug to exist by increasing its price", he said.

As major drug companies have so many new products, their shares are hardly affected when they drop one. "I can remember a time when a company's shares [price] would drop 15-20 per cent if it pulled out of a Phase III trial, but there's no response these days," he said.

Pulsford takes on top job at SB Consumer

Smithkline Beecham has appointed Simon Pulsford as general manager of its UK consumer healthcare business. Mr Pulsford will take up his post on August 1 and succeeds Russ Moran, who is returning to the US.

Mr Pulsford has been with SB

since 1979 and has held a number of marketing and general manager positions in the UK, Tokyo and across Europe.

Since September, 1995, he has been general manager of SB Consumer Healthcare in northern Europe.

Awarding excellence

Top pharmacists are invited to enter the Switch Independent Retailer Excellence Awards 1997.

For the fourth consecutive year C&D is sponsoring the awards for the pharmacy sector. This category is open to all independents, regardless of the size and turnover of their business. Entry forms for the competition can be obtained by telephoning 0800 413415. All entries must be submitted to the following address by September 5:-

Switch Independent Retailer Excellence Awards 1997, British Chambers of Commerce, Manning House, 22 Carlisle Place, London SW1 1JA.

Novartis focusing on pharmacies

Novartis is setting up a UK sales and trade marketing department whose aim is to build its pharmacy business.

Speaking at the UK launch of its nasal douche, Rhinomer (see p10), Novartis Consumer Health sales and trade marketing director Les Wood said pharmacists are the vital link in the self-medication business. He believed this was especially so with a brand such as Rhinomer, already launched in Italy, Switzerland, Spain, Portugal and Germany, and in France as Physiomer.

Mr Wood says Rhinomer is now one of Novartis' pan-European brands, which include Eurax, Lypsyl, Nicotinell, Otrivine and Piz Buin. The company wants to build the brand into one of its top three best-sellers, first through hospital specialist and pharmacist recommendation, followed by consumer advertising.

● Two former staff of Novartis Consumer Health have followed Jonathon Yardley to Boehringer Ingelheim's self-medication division, Windsor Healthcare.

David Wright is now head of sales and Andy Brough has joined as head of marketing.

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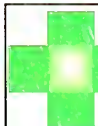
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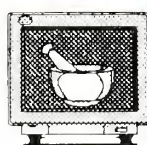
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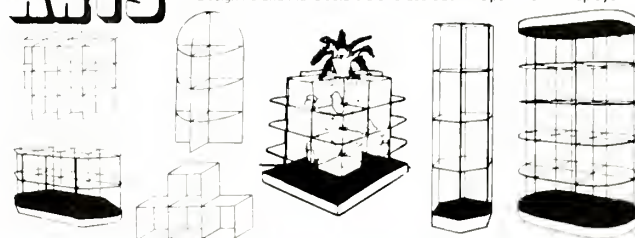
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Best foot forward



Nothing was going to stop the die-hard music lovers from enjoying Glastonbury this year. Not even a spot of trench foot, as pharmacist Alison Hodgetts found out while tending to the needy in the Festival's medical enclave

Try and imagine predicting and meeting the pharmaceutical needs of some 90,000 people, mixed with rain water and an unknown blend of illegal drugs in a Somerset field, and you can see the challenge facing the pharmacy team working at this year's Glastonbury Festival.

As the event approached, I began wondering about which drugs interacted with Ecstasy or LSD. As two inches of rain fell in the 36 hours before the festival weekend, these concerns were overtaken by whether I should find out about the treatment of trench foot and where to get some wellies.

My other thought was how I'd managed to get involved in the first place!

Then I remembered. The proprietor of Watkins Pharmacy in Shepton Mallet was planning the second year of an on-site pharmacy service when we met.

Working with the director of festival medical services, Dr Chris Howes, we developed a formulary that would cover the predictable problems. Less predictable needs would be met from stock held by the Shepton shop, backed up by the whole-

saler and the on-call pharmacy service at Bath's Royal United Hospital.

The pharmacy was to open from 9.00am-9.00pm over the four main days of the event, so the rota of pharmacists and counter assistants was arranged without even a glimpse at the band line-up!

Driving towards the festival site on the Friday morning, the effect of the arrival of so many people on the tiny village of Pilton was obvious. Some had even turned it to their advantage by renting out their fields for car parking.

Community spirit

At the height of the show, the site becomes the largest community in Somerset, complete with its own daily newspaper, bank, police service, radio station, shops, cafes and bars. The reputation of the sanitation is legendary, but this was to be the first year that hot showers had been provided, and Oxfam had undertaken a study of optimum latrine design for future refugee camp use. The festival organisation also supports local charities, as well as Oxfam, Wateraid and Greenpeace.

The festival-goers themselves are a mix of those who have come for the music, those who have always come, the volunteers, the media and the local residents.

The weather affected everything – walking was tricky with the extra weight of mud attached to each foot and plastic bags took on new uses in an attempt to keep dry. It also dictated the dress of the performers – Neneh Cherry added wellies and mackintosh to her baby doll dress and still managed to look like a true star.

Amid all this, the medical centre provided a professional but informal service – part general practice, part casualty and part drug overdose-related. The medical services enclosure was sited on the top of the hill and looked down over the valley where the performances were taking place. It housed the pharmacy alongside the doctors, nurses, paramedics, dentists and midwives. It looked a little like the 'MASIH' TV set – with added mud!

The attributes that became useful over the next few days included a problem-solving approach, a good pair of wellies and the ability to jump up into

the Portakabin that was to be our base for the next few days.

The ebb and flow of arrivals could be pre-determined by a quick look at the band running order. Prescriptions were issued to treat wounds, stomach upsets, infections, ankle injuries, sore eyes caused by mud-slinging, and muscle strain. Some people had lost or had had their belongings stolen, so replacement contraceptive Pills, inhalers, warfarin, and anti-epileptic medication were dispensed. All of life was there, including a two-day-old baby who needed her vitamin K. Most prescriptions could be filled immediately.

A muddy Somerset field during a festival weekend bears little resemblance to a Bristol suburb on a Wednesday morning and, accordingly, the counter advice and counselling had to change. For instance, Glastonbury is not the ideal place to have diarrhoea, so even if an infection is suspected, the 'better out than in' rule is put to one side in favour of loperamide.

Over the weekend, I believe that we helped many people with a combination of the dispensing service, health advice and listening that is community pharmacy – it was just that the community here was a little different! All the aspects of being the local community pharmacist were there, including people you treated a couple of days ago beginning to update you on their symptoms, as you were choosing your promotional T-shirt.

Healing Fields haven

After my second shift, I left behind the pills and the mixtures, and decided to experience the relative calm of the Healing Fields. The treatments available included massage, homoeopathy, astrological chart reading and iridology. Even in this hippy haven, times are changing – one of the people I spoke to could be contacted on his mobile phone or at his e-mail address.

Overall, the festival is less about who is playing and much more about the event itself, including the break from real life, the tolerance and open-mindedness, people-watching and the meeting of new friends. This is illustrated by the tickets selling out way before the band line-up has been announced.

On Monday, as I headed back to my real job, looking like a different person, Bristol was full of people heading home. The last Pilton traffic update I heard said that the roads were again closed – this time to clear away all that mud!

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